

GREAT WESTERN PAINT

Catalog
19308



GREAT WESTERN PAINT MFG. CORP.

KANSAS CITY ✓ FT. SMITH ✓ ST. LOUIS ✓ DALLAS

CHICAGO ✓ ✓ BUFFALO

Great Western Paint Mfg. Corporation



**1207-15 West Eleventh Street
KANSAS CITY, MO.**



Branches:

**514-16 ROGERS AVE.
FORT SMITH, ARKANSAS**

**410 NORTH ST. PAUL
DALLAS, TEXAS**

**2909 WASHINGTON AVE.
ST. LOUIS, MISSOURI**

**601 OHIO STREET
BUFFALO, NEW YORK**

**6601 NARRAGANSETT STREET
CHICAGO, ILLINOIS
Clearing Industrial District**

**COPYRIGHT
1 9 3 0**

By GREAT WESTERN PAINT MFG. CORPORATION

***Prices Quoted
in this Catalog
are now***

Freight Prepaid

We pay the freight on
every shipment of
PAINT, STAIN, OILS,
or VARNISH
of 100 lbs. or more

Smaller shipments sent Freight Collect

We pay the freight or postage
on any other item (such as brushes,
tools, etc.) in our catalog regardless of
size, quantity or weight of shipment.

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size, quantity or weight of shipment.

Greetings

Dear Friend:

We are glad to present you with this copy of our annual catalog. It contains many new items as well as the old standbys, and we feel sure it will well merit your careful reading.

Our great volume production of paint products enables us to offer you the highest quality paints at the lowest prices. Quality for quality, you will find Great Western prices are far below the average. You get the advantage of the savings which we effect through volume buying and efficient management. We are not running on borrowed capital and thus do not have to pay out huge sums in interest every year.

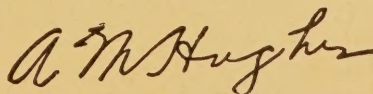
Great Western does not pay the freight; it does not extend credit. This is not because we do not trust our customers but because we have found we can operate more economically by doing this and thus keep the prices at a lower level.

We are constantly striving to improve our service and to get your shipments to you as you want them, promptly and efficiently. We have worked out a system of freight shipment which is almost as rapid as express. Your order received in the morning's mail is filled and on its way the same day.

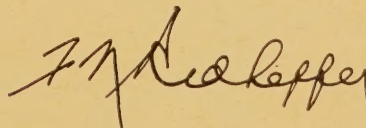
Let us take this occasion to thank our old customers for their loyal patronage and to welcome our new customers into the Great Western family. We are making greater efforts this year than ever before to serve you well.

The outlook for business this year is very bright. The letters which we have received from painters all over the Union have an optimistic tone. Let us all work together to make this the banner year for all time.

Cordially yours,

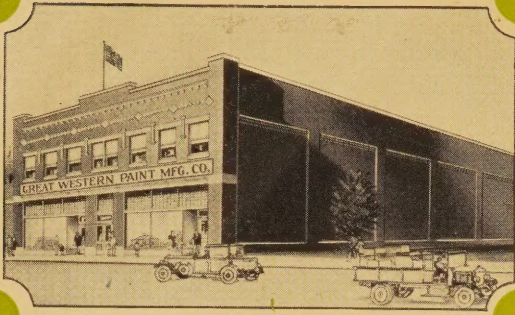


President

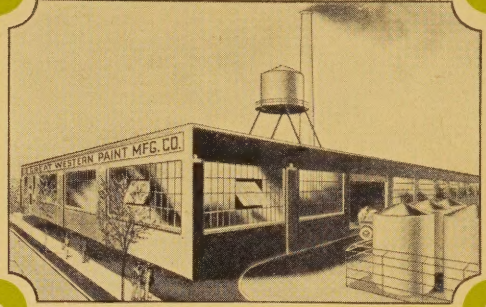


Vice President

GREAT WESTERN PLANTS



FT. SMITH, ARKANSAS



BUFFALO, NEW YORK

CHICAGO, ILLINOIS

*Organized
for
Service*



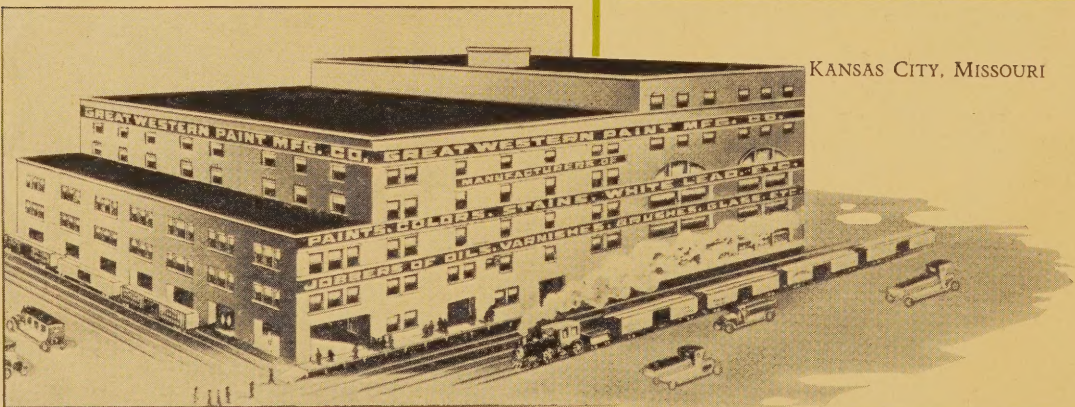
*Prompt
Shipment*

ST. LOUIS, MISSOURI

DALLAS, TEXAS



KANSAS CITY, MISSOURI



PIONEERS

Some say that the day of adventure has passed, but their eyes are closed to romance and reality. Pioneering today goes on in the business world where centuries past it sailed the seven seas. Progress and invention go hand in hand today. Old methods are replaced with new. The painter who yesterday was dependent upon the wages paid for his labor, is now an independent business man. This change has come about solely through the pioneering work done by the Great Western Company.

Now, the painter has two sources of income, one from his labor and the other from the profits on his paint sales. When A. M. Hughes laid down the principle some eighteen years ago, that the "Painter is the rightful man to sell paint and make a profit on it," such a method of doing business was unheard of. The painter was not considered in the sale of paint in those days. But the principle was sound and being sound, it was bound to triumph. Gradually, the Great Western Plan gathered momentum. After the trail blazers had broken the way, painters in ever-increasing numbers began to follow and to reap an extra profit.

Thousands of painters are listed as active members of the Kangaroo club and more are joining every day. The Great Western way is the modern way. It points the road to independence for the painter. Painters who formerly had to struggle to make ends meet, now are well-to-do and hold places of respect in their communities. This revolution in the painting trade has come since the inauguration of Mr. Hughes' Great Western Plan. It is little wonder that painters everywhere call him

"THE PAINTERS FRIEND"





A. M. HUGHES
President and Founder of the Great Western Paint Company

Mr. Hughes is rounding out almost half a century of service in the paint industry. He is one of America's foremost paint manufacturers and is recognized as an authority on all phases of paint manufacturing and merchandising.

Mr. Hughes is the originator of the Great Western Plan of selling paint through the painter. His bond of friendship extends to painters, contractors and leaders in the industry throughout America. He is constantly referred to as the "painter's friend" and the good work that he is doing for the painter shows that he well merits this title.

Mr. Hughes' greatest aim in life is the improvement of the welfare of the painter. He is constantly on the lookout for new ways to help the Kangaroos.



FRED N. REDHEFFER

Vice-President and Secretary, Great Western Paint Manufacturing Co.

Mr. Redheffer is well known for his organization work. He has been a leader in the development of the Kangaroo Club, the painter's organization of this company, and at the present time is its secretary. As general manager of this company he is daily in intimate touch with every phase of the business, whether it concerns Kansas City, Chicago, Ft. Smith, St. Louis, Dallas, or Buffalo.

He became associated with Mr. Hughes in this company eight years ago. Since that time he has become the friend of thousands of Great Western painters. No Kangaroo ever met Fred who did not consider him a friend from that time on. He will be on hand to welcome you to the next Kang convention with a hearty smile and a strong handclasp.



A. M. HUGHES

F. N. SEWALL

ABNER HOOD

From the Ground Up

By A. M. Hughes

Building a business is a great deal like erecting a house. It must be built upon solid foundations, and every stone and timber must be strong and sturdy. One reason why the Great Western Company has prospered so well, lies in the fact that it rests on so firm a foundation.

The cornerstone of this business is the principle that "the painter is the rightful man to sell paint and make a profit on it." The Great Western Paint Mfg. Co. has been built from the ground up through strict adherence to this principle, coupled with the determination to give honest paint value for every dollar it takes in.

I have seen the paint industry of this country pass through many changes. Years ago I first started in the business, working for Campbell and Cutler, the leading paint company in Kansas City at that time. When business prospects looked bright in 1888, I joined forces with F. N. Sewall, and organized the Sewall and Hughes Paint Company. That was more than forty years ago. We had a

rapid growth and soon overtook the Campbell-Cutler Company.

In 1894 I withdrew from the Sewall-Hughes organization and formed the A. M. Hughes Paint and Glass Company. This company proved to be an important factor in the paint and glass trade, and in time became the largest paint concern in the west.

The success which my company attained in the paint field, while financially gratifying, did not satisfy me. I gradually became convinced that the system of distributing paint through jobbers and dealers was essentially wrong. Here was the painter working from morning till night, spreading paint and building up more and more business for the retail dealer, while all the painter got was pay for applying the paint. The other fellow got the profits on the sale of the paint.

Finally, I decided that if the painter could sell paint for someone else, he could sell it for himself and pocket the profit. I believe this was the most momentous decision I have ever made. From that time on I resolved to head a

company that would sell its products to painters only. It took me a long time to wake up and make this decision, because nobody at that time had ever heard of the Great Western plan. They all sold by the old method, and as they made a profit, why should they worry about the painter?

It was no easy task for me to give up all I had gained through the old system and start in to build from the ground up an institution which would sell through painters only, but I saw where the price of good paint could be lowered by cutting out the large profits of the salesmen, jobbers, brokers and dealers, and letting the painter take part of that profit while the customer saved the rest on his paint bill. I decided to start a company which would sell through painters only, and I have never regretted the decision.

The day is gone when a painter simply applied paint for a day's wages. He now makes a legitimate profit on the paint he puts on and is enabled to sell the highest quality paint to his customers at money-saving prices.

In August of 1912 the Great Western Paint Manufacturing Company first began business. There were but three of us, at that time, in the office. We carried on all the work. It was tough sledding for the first few months, I can tell you. People are slow to try out new plans when they can manage to get by under the old ones. But gradually the business grew because the idea behind it was sound.

In 1922 the company had grown to such proportions that I felt the need of someone to share the work of administration with me. I prevailed upon my son-in-law to join me. Fred sold his own business and linked his fortunes with mine. He started in to learn the paint business from the factory on up through the various departments. I want to say right here that I have never seen a man work harder to master the details of a business. He learned more about the industry in one year's time than many paint men learn in ten.

I have gradually turned more and more of the administrative work over to him, and he has always proved more than equal to the task. His energy and high spirits have had a most tonic effect upon the business, and he numbers many painters among his friends.

At the first of this year, Great Western is doing business in all the states of the Union. It has factories in Chicago and Kansas City and branches in Ft. Smith, Dallas, St. Louis and Buffalo. Many people are employed in these factories

and almost 20,000 painters are adding to their income with checks signed by Great Western.

This great and steady growth has been due to but one thing in the main: affording the painter a double income where before he had to depend entirely on payment for his labor. Of course, we have always insisted upon prompt service; we have always made the prices to the painter as low as they could possibly be made in order to give him the advantage over his competitors and thus enable him to sell pure, high quality paint for less than was being asked for the so-called "cheap" paints.

We have been adding branches to this company to aid in giving you more rapid delivery of your goods. The three new branches which we put in the first of last year have come to the front rapidly and are doing much better than we anticipated.

This year we have added a number of new items to our line of paints, as we are trying to carry the most complete paint line possible. You can fill all your needs from the Great Western catalog with promptness and economy.

We are revising and enlarging our Profit-Sharing Plan this year to suit the needs of various types of painters. We do business with many types of painters, and what pleases one may not exactly suit another, so we have made our profit-sharing plan more flexible by offering optional cash bonuses instead of premiums to those who prefer the cash. We are revising

our premium list and placing new and more desirable premiums on it. Only such premiums as are real values are given, and you can be sure that when you pick out a premium that it will be first-class merchandise and will please you.

The coming year gives brilliant promise of being one of the best paint years on record. Everything points to plenty of work, and the letters which we have received from Kangaroo painters all over the country show that the painters are expecting to do an unusual business this year. Such optimism is the best insurance of real prosperity.

Great Western was the pioneer in the field of selling direct through the painter. It was the first in the field and broke the trail, placing the painter in a position to reap substantial profits without risk or investment. It has made him part of the most vital commercial development of recent years.

Paint profits are now going into the pockets of those who are rightfully entitled to them, the painters. During the coming year it is our aim to cement the bond of friendship between the painter and Great Western more firmly than ever. We know that your interest are our interests and by helping you we help ourselves. Friends, I want you to feel that I am working at all times for your interests. Any time I can be of service to you, just let me know. Closer co-operation can lead to but one thing—Success!



This picture was taken in the Mailing Room, where the names of 75,000 painters are kept on record. It is quite a

job to keep track of the names and addresses of so many people and to see that they get their mailings promptly.



City Bank

CAPITAL \$100,000
RESERVE \$100,000
DIVIDEND \$10,000
LIGHTS AND GRASS AVE

Kansas City, Mo.

December 6, 1928

Great Western Paint Mfg. Company
1207 West 11th Street
Kansas City, Missouri

Gentlemen:

As one of Kansas City's outstanding industries we wish to congratulate you on the splendid progress your firm has made during 1928.

To understand your product is uniformly paid for that because of the unique method of distribution which you employ, your company has been able to eliminate a large part of the expense generally incident to merchandising paint.

Knowing the long experience of both Mr. Hughes and yourself in the paint business, I can easily understand why you are able to put out a better paint at a lower price than most of your competitors. I hope that 1929 will be the banner year for your good company.

Very sincerely yours

President

R.H.P.G.

The Liberty National Bank

CAPITAL \$750,000.00 SURPLUS \$250,000.00

KANSAS CITY, MISSOURI December 6, 1928.

Great Western Paint Manufacturing Company,
1207 West 11th Street,
Kansas City, Missouri.

Gentlemen:

Now that you are about to enter into a new year, I want to wish for you and your organization a continuation of the great success you have experienced in the past few years. It has certainly been a pleasure for our institution to be able to observe the continued progress you have made since the inception of your Company.

The writer has known the principals of your organization a good many years and cannot help but feel the outstanding success you have made is because of the high character and integrity of the officers of your Company and the fair treatment you evidently accord your great number of customers.

With every best wish for the New Year, we are

Very truly yours,

President.



Merchants Bank

CAPITAL \$200,000.00
SURPLUS & PROFITS \$125,000.00

Kansas City, Mo.

December 6, 1928

Great Western Paint Mfg Co.,
1207 West 11th Street
Kansas City, Missouri

Gentlemen:

We are pleased to receive your new financial statement which shows the wonderful progress that your Company has made within the last few years. The writer is very proud that your Mr. A. M. Hughes is a Member of our Board of Directors, and our association with him for the past several years has been very pleasant.

Your growth seems like a fairy tale, and your continued success testifies to the great fact that you are giving the public service, and also a product that is highly satisfactory to your customers.

If we can speak a good word for you at any time, kindly command us.

Yours very truly

President

H.R.L.

RESPONSIBILITY

Every man knows that a guarantee is only as good as the company behind it. You can't get blood from a turnip, nor satisfaction out of a company that is not financially responsible.

The credit rating of the Great Western Company is of the very highest, as you may easily tell from any copy of Dunn or Bradstreet. We maintain a large cash reserve at all times for the purpose of paying cash for everything we buy and taking advantage of the cash discounts. This enables us to operate more economically and thus reduces the price you have to pay for Great Western paints.

We have no bonded indebtedness on which we must pay large interest rates. Any bank in Kansas City will be glad to tell you about the good standing of this company. The letters reproduced herewith are expressions of the banks which handle our account in Kansas City.

We are financially able to make good any guarantee which we place on our products. This sound credit standing is due partially to the fact that we make Great Western products so good that we are not called upon to spend money making good faulty products. Great Western goods give satisfaction. That is more important to you than anything we could do. It means satisfied customers for you.

You will find a liberal spirit on the part of this company in its dealings with you. We are making every effort to please you and to handle your business in the way that you would wish. Co-operation is winning the day for both of us.

Read These Letters

These letters show you what the banks, with which we do business, think about us. The Great Western signature on your double guarantee really means something.

YOUR ASSURANCE^{OF} QUALITY

Guarantee

WE absolutely guarantee Great Western products to be just as represented. By this we mean just what we say, and if for any reason our products do not please you after you have applied the first one or two gallons, we want you to return the balance to us and we will gladly refund what you have paid us, including the cost of the paint used, as well as all transportation charges.

If after applying any of our products according to our directions you do not receive the service you think you are deserving of, we will gladly replace the material without one penny's expense to you.

GREAT WESTERN PAINT MFG. CO.



A. M. Hughes
PRESIDENT

J. M. Keefe
VICE-PRESIDENT

IT'S THE FIRM BEHIND THE GUARANTEE THAT COUNTS!

Here is the original A. M. Hughes money-back guarantee. It hangs in our factory. All employees recognize the standards set for them by A. M. Hughes. They are eager to make every gallon of Great Western paints conform with our true tested, proven formulas.

This guarantee sells paint for you. Your customers will buy when they read this guarantee, which is repeated on our Special Double Guarantee described on page 17.

There are a lot of guarantees floating around, we will admit. After all, the real worth of a

guarantee is the worth of the company back of it. Sometimes I think the least said about a guarantee the better. But it is satisfying to know that a company of the capitalization of Great Western (\$500,000) is willing to give a guarantee and to stand back of it without binding it so tight in red tape that it loses its force. We offer you this guarantee not because one in a hundred will ever ask us to make it good but simply as a final assurance of our good faith. There it is if you ever need it. On any adjustments or dissatisfaction there will be no red tape nor arguments. We stand ready to back this guarantee with all our resources.

You Can Bank on Great Western!

Every year more and more painters are coming to depend upon a second income in the form of Great Western commission checks to provide their families with the better things of life and to build a bank account for a possible rainy day. It is a sensible thing to do—to bank on Great Western.

Many companies play up the large earnings which people selling their line have made. While their statements may be literally true, they give a wrong impression in general. The average man who tries their plan does not get such remarkable results and as a result becomes discouraged. We have refrained from any display of unusually large commission checks in this book for the reason that we do not want to create a false impression. We have our Paul Davis's who have gone out and made commissions on a single order running into the hundreds of dollars. But we are frank to admit that this is unusual. We do not believe that the average painter is looking for a get-rich-quick scheme which even on the face of it suggests its impossibility.

What we offer you is the chance to make a second income for yourself. Extra profits which come to

you in the form of commission checks signed by the Great Western company. Hundreds of painters are on our books who are receiving from 10 to 40 dollars or more per week through commissions on their sales. These are good substantial profits when added to your regular income as a painter. They mount up rapidly in the course of a few months.

You need not invest one penny of your own money to obtain these commissions. We recommend that you take all orders with the understanding that they are to be shipped direct to your customer, C. O. D. In this way you need make no investment whatever. You simply sell the goods at the prices quoted in the special retail catalog which we will furnish you on request, and have them shipped C. O. D. When the money comes to us from this C. O. D. shipment, we will send you a check for the amount of your commission.

This proposition is open to all standard painters, and only to them. We give no exclusive territory to any one painter, but we do protect you absolutely from competition outside the trade. The more painters selling Great Western products in your community, the better it is for you. It gives your prospects confidence in the line, and makes sales easier for you. Painters are finding that co-operation is a better way to profits than cut-throat competition, and as a result they are getting decent returns for their labor as well as a commission on the paint they sell.

No man can reasonably expect the world to bring him a living on a silver platter, if



L. W. FRERKING, Treasurer
Great Western Paint Mfg. Co.

he does not make some effort to merit it. Neither do you, as a painter, expect to make profits out of any business plan if you do not put it to work and keep plugging at it. The main thing is first to get the right plan and then work it for all it is worth.

The Great Western Plan was perfected to help painters make more money. It was developed with the needs of the craft fully in mind. Mr. Hughes had served a long training period in the paint game before he finally worked the Great Western Plan out in all its details. That he did a good job is attested by the fact that some 20,000 painters are now following the plan, and making extra profits by so doing.

The Great Western Plan will make money for you, too, if you give it only half a chance. It is not difficult to follow it. Start trying to sell paint for every job you work on. You will be surprised how easily the orders will come when you demonstrate to your customers how much you can save them on high quality paints. You know the paint game and this plan is something which fits into your daily work like your hand in a glove. Start Great Western to working for you, and you can bank on the profits rolling in surely and steadily.

All Prices Net—No Discount

All prices quoted throughout this catalog are net. They are the prices which we charge you. Formerly we quoted prices just double our present net prices and allowed a discount of fifty per cent. We have discontinued this practice, as we believe that net prices will make ordering a great deal easier for you. Retail prices are furnished in a separate catalog from which you will sell paints to your customers.





The Kangaroos

By FRED N. REDHEFFER, Secretary

THE Kangaroo Club, National Organization of Master Painters, is the largest painters organization in the world. Since its founding in 1925, it has grown from some 2,000 members to a membership of more than 20,000 master painters. This remarkable growth has seen the painting trade advance with rapid strides.

The Kangaroo Club has as its object the bringing of painters throughout the United States into closer relationship with each other, and through co-operation advancing the interests of each painter, individually. Painters have found that ordinary cut-throat competition hurts every painter. The new day in the painting trade is seeing the painters working hand-in-hand in the effort to make a profitable business for themselves.

The cornerstone of this organization is the principle that "the painter is the man to sell paint and make a profit on it." Now

every painter knows that when he purchases a suit of clothes or any other of the numerous things which he must buy, that he must pay the dealer a profit on them. He has come to realize that where he used to sell paint for a job and take the order down to the local dealer to make a profit on, that now the painter can send this order off to Great Western and get that profit for himself. At the same time, he gets paint and other supplies which are the best obtainable anywhere. He has found that he can build up a reputation for quality and low prices by selling Great Western paints.

Painters who have not yet joined the Kangaroos should investigate this organization thoroughly. There are many dollars of profit awaiting you in your Kangaroo membership. One of the most remarkable things about this organization is that it does not cost you one red cent to belong. Not only that but it actually puts money in your pockets. All you have to do to gain membership in the Kangaroos is to be a painter and send in an order to Great Western. The Great Western Company takes care of all expenses incident to operating the



FRED N. REDHEFFER

Kangaroo club and pays you a profit on the paint which you sell.

The Great Western retail price lists which are ready for distribution show the items in the line. You use this price list in selling to your customers. Send in their orders at these retail prices and we will ship the paint to your customers and collect the money from them. When their check comes





The picture above, and that at the top of the opposite page, show the painters in attendance at the Kangaroo Convention in 1928. Each succeeding year sees a larger and livelier bunch of Kangaroos gathered together for two days of good-fellowship, entertainment and instruction. As a painter, you cannot afford to miss the associations you make at the Kangaroo Convention.

through, we deduct your profit from the check and mail it to you. You do not have to have one cent invested. All you do is send in the orders at the retail prices and then sit back and pocket the profits.

The Convention

The biggest event in the Kangaroos' year is the Kangaroo Convention in January. Every year about the middle of January, the Kangaroos from all over the United States gather together in Kansas City to have a jolly good time, to learn new developments in their trade and to elect officers for the following year. What a time they do have at these conventions. Think of anywhere from 500 to one thousand master painters gathered together under one roof.

They are all looking up their

friends whom they met the year before. The liveliest and pepiest and most up-to-date painters in the country are in attendance. There is entertainment, bus rides, banquets, demonstrations, trips through the factory. Everything you can imagine to entertain and instruct will be found at these conventions.

Ask any painter who ever attended a convention and see what he thinks of them. One painter who had never bought a drop of paint from Great Western showed up at one of the conventions and said he thought it was some kind of joke and wanted to find out just what it was all about. He also said that he was the most surprised man in the world when he really got to Kansas City.

The convention made a real Kangaroo out of him and he has been sending in real orders and making big commissions ever since. He knew after he had been through the plant and saw how the company operated that it was the best proposition for the painter that had ever been offered.

Free Railroad Fare

This year we are paying the fare of 200 painters to the convention. We pay the fare of the 100 old Kangaroos who do the most business during the year and in addition, we pay the fare of 100 new Kangaroos who do the most business from the middle of the year to the last of December. Every painter wants to go to the convention and in this way you are enabled to attend without it costing

A WORD FROM THE KANGAROO PRESIDENT

As president of your Kangaroo Club, a sincere message of good will is broadcasted to each and every Kangaroo, and we wish for you the best life has to offer.

We are living in an age of progress and expansion. Let us appreciate life and our present blessings; let us as skilled craftsmen, superior with hand and brain, elevate the standard of our craft; let us exemplify the ideals of American manhood.

May the Master's wages of this great club be found in the word SERVICE. May we realize the dreams of the founders of this club and have the pleasure of grasping the hand of every Kangaroo at the convention.

As we look forward to the new year's problems and hopes, we face them gladly, with a broader vision and with faith for their realization.



W. J. SLIFER



you anything. All the entertainment is free. Start in now and send in your first paint order. You will find it a pleasant experience to reap profits from selling paint. You will be sending in orders regularly the rest of the year and salting down a nice lot of extra profit in addition to the money you get for applying the paint. At the end of the year you will, nine chances in ten, find that your good efforts have resulted in your gaining a free ticket to the convention.

Kangaroo Locals

One of the newest developments of the Kangaroo Club is the organization of Kangaroo Locals. These are organizations of Kangaroos in the various towns. Officers are elected and plans for getting more and better business are discussed.

These Kangaroo locals bid fair to become one of the most powerful of influences in the paint in-

dustry. They have been tried out in several places and where put on a firm basis have shown remarkable results.

Painters have found that through these organizations they are enabled to get better prices for their labor and more business.

We will be glad to give you more information in regard to the organization of such a local in your town, if you are interested in such a plan. We will show just how it can be made to increase your earnings and put your craft on a higher level in your community.

Join Now

Send in your first order now and share in the benefits of membership in the Kangaroo Club. You will find the Kangaroos a live bunch and the kind of men you will like to become associated with. Any painter who has attended a Kangaroo Convention will tell you that the Kangaroo Club is the livest organization of painters yet.



A membership card similar to the one above will be issued you when you become a member of the Kangaroos. All you need to do is to send in your first order to Great Western. There are no expenses or dues. We pay for all that and in addition pay you a nice profit on the paint you sell.

HOW THEY LIKED THE CONVENTION



W. H. COLLINGSWORTH, SURE GREAT

I never saw such a wonderful crowd of painters. This convention surely is the greatest crowd of enthusiastic painters ever gathered together. — W. H. COLLINGSWORTH.



JOHN NELSON, NEBR.

AM I COMING BACK NEXT YEAR?

I should say I am, and I am going to bring some more painters with me. I wouldn't miss the Kangaroo convention for anything. — JOHN NELSON, Nebraska.



A. E. MURRAY, KAN.

GREAT STUFF

The Great Western folks are great entertainers. No convention could have been handled better. It's a great convention. The painters I have met here are certainly great boosters for Great Western and their products. — A. E. MURRAY, Kansas.

**Bigger
Profits
Satisfied
Cus-
tomers**

Your Future

GREAT WESTERN PLAN A MONEY SAVER



I have used Great Western paints for several years and the quality is second to none. I do not think better paint can be produced. I am very much in favor of your plan of marketing your products as it is quite a saving to both painter and consumer. I have a very nice business, and credit your plan with at least a part of my success.—H. E. BRUMBACK, Shenandoah, Iowa.

EVERY JOB AN ADVERTISEMENT

I am proud that I can now say that more than half of the houses here are painted with Golden West or Hughes Favorite Formula, and every one of these houses is a standing advertisement for Great Western products. It is a pleasure to sell Great Western products.—G. E. BELLUS, Blockton, Iowa.



LIKES GREAT WESTERN PLAN



I have been in the paint business since 1888, and have used a great many different brands as they were put on the market, and in truth I can say after years of use of your different products, that they have proven to be as good as the best and better than many so-called pure paints. I certainly like your method of doing business direct with the painter.—L. E. JEFFERS, Sheridan, Wyoming.

There are two things, especially, about the Great Western Plan which have a great appeal for painters everywhere. They are the high and dependable quality of the paints and the low prices which let the painter sell high quality paints at prices far below his competitors and thus enable him to make a second profit in addition to the money he earns by applying the paint.

You Become a Business Man

The day you start selling Great Western paint and making a profit on the sale, you take yourself out of the mechanic class where your sole means of support comes through your labor, literally by "the sweat of your brow," and put yourself into the class with the business man who has capital tied up in a business and reaps a business man's profit off that business.

The only difference between you and the business man is that you do not need to have a lot of money tied up in your business when you work under the Great Western Plan. As a matter of fact, you do not need to put out even one "red cent" in order to make a profit on the paint you sell. Just take the customer's order and let us ship it to him C.O.D.

When his check comes through, we will deduct your commission from it and mail your profit back to you. The other day we sent J. Paul Davis of North Carolina a check for \$182.52, his commission on one order.

Now that is real money to make on one order and I am frank to say that this large commission was unusual, but it is quite common for us to mail checks for amounts ranging from ten to fifty dollars to painters, week after week, for commission on the paint they sell.

Two Incomes Instead of One

It is this extra income which is the velvet for you. You know and I know that it takes just so much for a man to live on. Food, rent, fuel and the many other necessities of life must be paid for. After these things have been taken care of, what is left may be laid aside for a nest egg or used to purchase that new car or radio. Anything you can add to your present income is worth ten times to you

what you are earning now because it is that added income which you can put in the bank.

When you line up with Great Western, you are starting yourself on the highway to prosperity. There is a world of wealth awaiting you in your neighbors' pockets. Look around you at the houses and farm buildings that need paint. There are thousands of them. No community is 100% paint perfect. Every unpainted house, building or barn means money for you. In other lines of business, prospects are limited to certain classes of people, but that is not so in the painting business. Everybody needs paint.

Make Every Day Pay Day

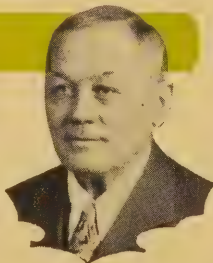
Rainy days, sunny days and every day is pay day for the Great Western Painter. When you are not busy applying paint you can be selling it. The profit you add to our manufacturer's price does not increase the price of paint to your customers. You can easily add 25% to 35% to our wholesale price and still sell the paint at an enormous saving to your customers over what they would have to pay if they purchased from their local dealer. We absolutely do not sell to consumers at wholesale prices and we do not want you to do so either. Great Western sells only to painters. We expect you to do the selling to the consumer and to add your profit to the wholesale price. We don't want our paint sold at wholesale prices because we believe the painter owes it to himself and family to make a profit on the paint he sells. We know that when every Kangaroo realizes that it is for his own benefit and for the good of the painting trade in general to hold the price up to a reasonable level (which is below the prices of the retail dealer), that he will do so.

Satisfied Customers

Your reputation as a painter depends as much on the kind of paint you apply as it does on the way you apply it. You all know that it is mighty hard to make a job look good if you have to use poor paint. It is harder to spread and does not cover well. Then in a few months, the customer calls you up and wants to know why the

BEST PAINT MADE

I have used Great Western Paint for 8 years and I think it is the best paint made. For years I bought from the paint dealers and gave them the profit. Now I buy from the firm that makes the paint and get this profit myself. If any of you painters have not tried Great Western paints, give them an order today and see your bank account grow.—ROBERT JUDY, Independence, Kansas.



FOUR YEARS OF PROFIT

I have now been using your products for four years, and I feel you are entitled to a word of appreciation. I want to say it has been four years of profit and pleasure. I have not had one dissatisfied customer, and I know I can depend on them for their future business. My business has doubled since I began using your products because I can do a better job for less.—GUSTAV IVERSON, Hudson, Colorado.



With Great Western

paint is peeling or not holding up. You have no such trouble when you use Great Western paints.

Great Western backs you up with the highest quality paint it is possible to make. Mr. Hughes has been in the paint business for about 45 years. He has manufactured paint for over forty years. He knows the paint game from the ground up. He knows how to formulate it and how to have it mixed in order to produce the best results. His paints are chemically correct. Only the best raw materials are used, and every shipment that comes in is tested for purity in our laboratory.

Building a Permanent Business For You

It is a tremendous fact that each one of us is building today the business which he will have tomorrow. We have found that it pays big dividends to sell a product that will give lasting service. We don't make quite as much on a single sale as some of the fly-by-night outfits that are continually starting up and failing, but we are building up a lasting business for ourselves and for every painter who follows the Great Western Plan.

When the painter puts on a job of Great Western paint he is in line to get that job again when it comes up for repainting. That is why Great Western painters see their profits increasing every year. They are giving a real service and are an asset to their communities.

Each job that is painted with Great Western paint is an example of what you are selling. It is an advertisement for you. Your sales increase year by year. Every job you do makes your services more in demand. The longer you keep on using Great Western paints, the bigger profits you will make.

Read the stories of the successes which other painters are having with the Great Western line as told elsewhere in this book and then ask yourself whether or not you can afford to pass up this big profit-making opportunity. You owe it to yourself to join the Great Western ranks.



PERFECT SATISFACTION

We highly recommend Great Western paint products of all kinds, and are especially pleased with Hawkeye in the paint line. All Great Western products which we have used have always given perfect satisfaction and we expect to sell and recommend your goods to all who ask about paint.—J. A. WOOLMAN, Clay Center, Kansas.

By FRED N. REDHEFFER

The Great Western Plan

1. Wholesale To Painters Only

We sell our products exclusively to and through painters and contractors at wholesale prices. We do not sell direct to consumers or accept orders from them. All orders we accept must come direct to us from painters whom we have on our mailing list. If inquiry is received from any other parties, we advise them to get in touch with their local painter.

2. Manufacturers

Every gallon of paint, varnish or other products which you find listed in this catalog under our name is made from start to finish in our own big paint factories. When you buy paint direct from our factories you save several unnecessary profits. There is no jobber, wholesaler or retailer to add his profit to the price you pay. You get Great Western Quality Paint, the finest quality that good materials, honest men and modern machinery can produce, at factory cost, plus one small profit.

5. Quick Shipments

We know the necessity of having prompt shipments, and have therefore equipped ourselves to give you the best possible service. Thirty minutes after the receipt of your order it will be in our packing room, and every order we receive is shipped the same day.

6. Terms

Our terms are strictly cash and if remittance is not received with the order, all shipments go forward C. O. D. This is not because we doubt the integrity of any of our good customers, but simply because experience has proven that if we are to continue to sell the high quality merchandise we do, at the very low wholesale prices we quote, we must necessarily have a quick turnover on our sales. Do not ask for credit, for if we were to extend it we would soon find it necessary to charge higher prices. Take advantage of our money-saving prices and buy only for cash. Paying cash pays.

7. Protected Profits for Painters

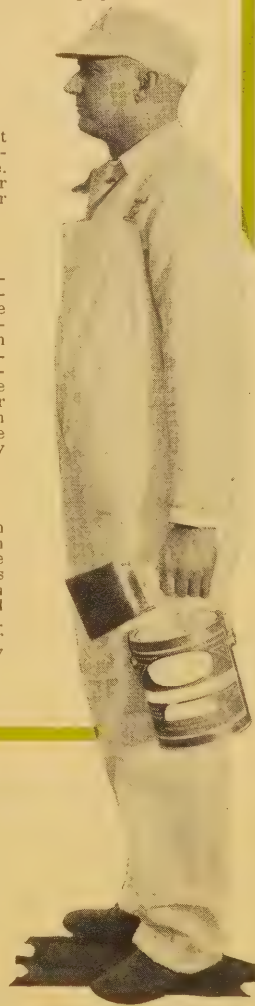
It has long been our belief that the man who is entitled to the profit on paint is the man who puts it on—the painter. If you desire, we will make shipments direct to your customers at our suggested retail prices C. O. D., and when remittance is received from the draft, we will send you the difference as commission or profit. We have thousands of customers working under this plan who have found it possible to very materially increase their incomes.

3. Strong Guarantee

All of our products are sold under an ironclad satisfaction or money back guarantee, and if ever you receive material from us that does not come up to your entire expectations from the description we give of it, we want you to let us know and we will gladly refund your money or replace the material.

4. Factory Prices

By selling to you direct from our factory, we entirely eliminate the extravagant expenses of the majority of paint manufacturers for the reason that we employ no salesmen and do no extensive advertising. By ordering from us, you also do away with the exorbitant profits of retail dealers and jobbers. The prices we quote in this catalog are actually much lower than those your local dealers are themselves required to pay for like materials.



It is now possible for you to make big profits in the painting business. For years the painter's life has been a constant struggle to make a bare living, but since we inaugurated our policy of selling high quality products direct to those engaged in the trade, at lower than wholesale prices, the painter is in a position to make a handsome profit on the material he uses, as well as a good wage for the work he does.

Kangaroos

The good jobs, the real profit jobs, are the ones for which you are looking. One of the best proofs that the Kangaroos are getting these jobs may be seen in the letters and pictures which they send us daily.

Take men like J. V. Koniakovsky of Shiner, Texas, and Ferd Redelman of Kouts, Indiana, for instance. These painters have built up prosperous businesses for themselves in the sale and application of Great Western paints. In the first place, they are real master painters who know their trade from A to Z. Their workmanship is the best obtainable, and people are soon to find out such things.

One Job Sells Another

In the second place, they have standardized on the high-grade Great Western paints, such as A. M. Hughes' Favorite Formula House Paint and Manhattan Barn Paint. They have the country-side dotted with houses, buildings and barns painted with Great Western products. People have learned, through seeing the lasting qualities of these jobs, that Great Western paints are the best obtainable.

Koniakovsky, for example, sent in a picture which was printed in the August Paint Craft, showing a house which he had painted eight years ago with Golden West, and which still looks nice and white.

Neither of these men live in large towns, but they get plenty of work because they advertise Great Western and their own workmanship. Koniakovsky had a booth at the fair last year and a big float in the parade. Ferd keeps his two trucks well painted with attractive signs. When he goes into a neighboring town after a painting job, everybody knows when he arrives. Koniakovsky keeps a small stock of paint of about 100 gallons on hand at all times. In this way he takes no chances of the paint dealer getting some of his business because of immediate delivery.

Your Business Increases Each Year

Both of these men are getting the cream of the business in their neighborhoods. They are making big profits because they can offer their customers a quality service. These men are but two out of many thousand Kangaroos who are making themselves financially independent selling and applying Great Western paints.

The best thing about the proposition is that your business grows bigger each year. Every year sees more houses which you paint with Great Western products, and thus more samples of your good workmanship. Each year is better than the preceding because more people become convinced that they cannot afford to let any one else do their work.



Get the Best Jobs!

It is easy for you to show them just how the Great Western plan cuts out the big profits of the jobber, the broker and his salesmen, and the retailer, and enables you to sell them the best paint obtainable for prices lower than those of the retail dealer.

The Double Guarantee Helps You

After they have seen how good the paint looks, how well it covers and spreads, and how durable it is, they become enthusiastic and wonder how they ever used anything else. They tell their friends about it and recommend to them that if they want a good, lasting job of painting, they had better get in touch with you. You know that there is no advertising more powerful than word-of-mouth recommendations from people who have tried your service.

Then you have the double guarantee to help you make sales. R. L. Burchfiel of Oklahoma, wrote us recently that his customer was well pleased with the job. He got the contract at a slightly higher price than a competitor offered because he was in a position to give this written guarantee. His experience is typical of hundreds of other Kangaroos. This double guarantee sets the customer's mind at rest. He knows he will get a good job, and, rather than take a chance on some curbstone painter, he gives the business to you.

Two Incomes Better Than One

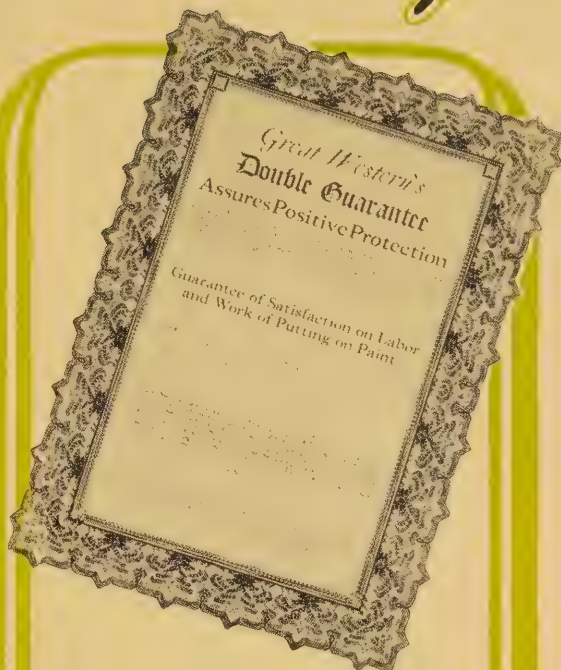
Two profits instead of one—that's the story. A profit on the paint, and pay for applying it. By using Great Western paint you can double your earning capacity with no extra effort. Become independent by building up a business for yourself instead of one for the retail dealer. Save your customers' money and make larger profits for yourself.

The day is gone when the painter simply applied paint for his day's wages. He now makes his legitimate profit on the paint he puts on and is enabled to sell the highest quality paint to his customers at money saving prices.

Think what this plan has done for you. Consider the cost of material and supplies before the Great Western Company entered the field—selling their products direct from the factory through the painter.

The customer welcomes the opportunity to buy his paint under this plan. He realizes that he gets the expert knowledge of a man who knows paint and who is in a better position to supply him with exactly what he wants than anyone else.

Because of all these inducements which the Kangaroo can offer his products, you will find that wherever you go the Kangaroos are the painters who are getting the best jobs and making the biggest profits. If you have not yet joined the ranks of these big money-makers, you should make up an order and send it in. Start now on the road to independence via the Great Western route.



THIS DOUBLE GUARANTEE IS A BUSINESS GETTER

We furnish you with these guarantees in blank to show to prospective customers. They will help you to get business, because people know that when they have this written guarantee that they are sure to get a good job. They know that no painter would sign such a guarantee unless he intended to do good work, and that the Great Western would not sign it unless they knew their paints would hold up. It makes a strong talking point for you, and Kangaroos everywhere are writing us of the good results they obtain through offering these guarantees to their customers. It takes your service out of the mechanic class and puts it in the class of a real, high-grade, professional service. It has a good psychological effect on the customer. He feels that he is getting more for his money. Such a building up of the quality atmosphere in your customer's mind is good salesmanship and will lead to bigger profits for you.



Great Western Profit Sharing Plan

Great Western shares its profits with its employees and with the painters who send in orders. Naturally the painter who sends in the most orders gets the biggest share of the profits. That is the only fair way to figure it.

If your business amounts to \$5,000 you receive an additional bonus of \$500.00 free. If he sells \$1,000.00 worth of Great Western paint he gets a bonus of \$25.00. The amount varies according to the sales made. This, of course, is in addition to your regular profit on the paint you sell at retail prices.

It certainly is nice to receive a check for fifty or a hundred dollars right before Christmas, but when you think of it, it is easy to get. We mailed out many such checks last year and expect to mail many more this year. It is surprising how your orders mount up in the course of a year.

For those who do not wish to take the cash prizes, we have an optional offering of merchandise premiums listed in our premium list. Here are hundreds of beautiful and valuable premiums described and illustrated in our premium catalog.

Many painters' wives are getting things for their homes through these premium bonds. While many painters themselves do not care to select premiums from the bond, their wives are very enthusiastic over them and rightly so, as it gives them a means of saving on household expenditures.

There is this to be said for the merchandise prizes: Great Western, with its great buying power, is able to get wholesale prices on articles of real value. These prices are just about half what you would have to pay if you went to a store to buy the same things. Thus we are able to give you more when you select merchandise prizes than if you select the cash bonus.

This profit-sharing bond makes it worth your while to send all your business to Great Western. You are thus cut in on your share of the profits of this large organization. If you will notice the cash prize list you will see that the bonus grows larger in proportion to sales as your sales increase. For instance it starts at

Cash Redemption Values

These cash values are for those who decide they would rather have the money than the premiums:

For \$ 500 in sales.....	\$ 10.00
For 750 in sales.....	16.50
For 1,000 in sales.....	25.00
For 1,250 in sales.....	32.50
For 1,500 in sales.....	40.00
For 1,750 in sales.....	50.00
For 2,000 in sales.....	65.00
For 2,500 in sales.....	100.00
For 3,500 in sales.....	250.00
For 5,000 in sales.....	500.00

2% on \$500 and ranges up to 10% on \$5,000 in sales. Thus the man who sends all his business to Great Western gets the larger share of the profits. We feel that this is only fair, as he has a greater share in making those profits.

This year we are inaugurating a slightly new plan in connection with the Profit Sharing Bond. We send you a bond in a special envelope. Then whenever you send an order for paint you are mailed a certificate showing the amount of your purchase on the basis of our wholesale prices (not on the retail price at which you sell to your customer). You keep these certificates in the envelope along with your profit-sharing bond. Thus you know at all times just how much you have purchased from us in any given year.

Now your bond is redeemable any time within one year after it is issued. That gives you an en-

tire year in which to build up your sales to the point necessary to win any desired premium or cash bonus. For instance, if your bond is issued on February 14, 1930, you have until February 14, 1931, in which to make your sales and redeem your bond.

When you are ready to redeem your bond, be sure to send it in along with the certificates which we have sent you with each sale. It is a good idea for you to give the bond and its envelope to your wife for safe-keeping, and then when the certificates come in she can place them in the envelope with the bond and keep them in a safe place. Then they are handy when you are ready to use them.

All bonds should be sent in to the main office in Kansas City, Mo., when being redeemed. We keep a record of all sales at that office. There your bonds and certificates are checked against our records and your premium or check is sent you direct.

The certificates we issue to you are not negotiable nor transferable. They are good only for the man to whom issued and should be sent in by him to the Kansas City office, regardless of the branch from which his material was purchased.



Profit Sharing Certificates

This illustration shows one of the new profit-sharing certificates. One of them is issued to you for each order you send in. Keep them in the envelope along with your bond and send them in to the Kansas City office along with it when redeeming your bond.

Better Than a Cash Discount

It is the practice of certain companies to offer their patrons a 2% discount or a 5% discount, depending upon their volume of purchases. Such discounts too often do not mean anything to the man who receives them. There is a strong tendency to rebate such a discount to the painter's customer, who benefits little from such a discount on one single job.

The Great Western Profit-Sharing Plan, on the other hand, gives the painter the discount in one lump sum at the end of a year's period. In this form, the discount mounts up. The painter, the man whose purchases entitle him to the discount, gets the benefit of it. It really means something to him.

Take for example the large contractor or painter whose purchases amount to \$5,000 or over during a year. Under the Great Western Profit-Sharing Plan he receives a bonus of 10% on his year's purchases. Such a bonus gives him \$500 or over additional to add to his year's profits. The painter who operates on a smaller

scale naturally gets a smaller lump sum, but he benefits in proportion to his purchases according to our scale of values as shown on the opposite page. These cash bonuses really amount to considerable sums over the period of a year.

We mail hundreds of checks for amounts ranging from \$15.00 to \$100.00 to painters all over the country. These checks represent bonuses for business sent to Great Western over the year and are entirely in addition to the profits which these painters make by selling paint to their customers at retail prices. Most of them are mailed during the winter months, when an extra cash bonus is mighty acceptable. Such money if received over the year in the form of a small discount on individual orders would be lost without the painter ever knowing where it went.

The Profit-Sharing bonus makes it worth your while to send all your business to Great Western. It comes to you in a sum large enough to be of value to you. It may be taken out in cash if you do not wish premiums.

\$100

Great Western Paint

PROFIT-SHARING BOND

BOND REDEEMED IN GOLD OR PREMIUMS

K. H. Hester

"Mother, I'm sure glad daddy's a Kangaroo.....Now we get all these nice dishes and pans free, don't we?"
 "Yes dear, it certainly helps out."

Why I Buy Paint from Great Western Only

By FERD REDELMAN



FERD REDELMAN

Dear Friends:

The painter's busy season is nearing an end, and since it is raining up here in Indiana today, I have spent the day in checking up on the satisfied customers which my son and I have added to our list, by the use of Golden West and Manhattan Barn Paints.

As I reflect back over the season, nothing but thoughts of pleasure greet me relative to the splendid service and first class material received from the Great Western Paint Mfg. Co. I have the pleasure of knowing that I did satisfy my customers above their expectations. Those for whom we did work and also those to whom we sold paint and directed them in their own work, were more than pleased.

I would like to say right here, that I sometimes run into painters who object to selling paint to the man who applies his own. They take the attitude that they are painters first and last and that when a customer tries to do a little painting of his own, he is taking their work away from them. Really, nothing is farther from the truth. There are two classes of people who buy paint. First the people who buy it and hire a competent painter to put it on. They can afford to do this and as a result,

get a first class job. Naturally, any painter is glad to run across them. Second, there is a class of people who are forced to watch every penny. When they see the need of paint to keep their places from going to rack and ruin, they often feel that the expense is too great and as a result they do not hire a painter. They either give up the idea of painting and let their buildings grow dilapidated, or they order paint from some mail order house or some other place where they can buy it cheap, and then try to apply it themselves. Either way you figure it, the painter loses out on a sale.

I believe that it is better to sell Great Western paints to these people and make a profit on the sale of the paint to them than to lose out entirely. I have found that I can make a lot of easy profit on the side doing this and give these people paint which will be better than they can buy elsewhere. Not only that, but sometimes a farmer may want his boys to paint the barns and outbuildings with some of the less expensive grades of paint. If I have sold him this paint, he naturally thinks of me when he has an especially good job of paint work which he wants done.

Some painters like to buy one product here and another there. I used to do that until a few years ago. As a result, I could never be sure of myself, and I lost some business through using untried products. Now I stick to Great Western. I know that I am getting quality when I order from Mr. Hughes. In addition to this, my customers

Every painter should read this article by Ferd Redelman, of Kouts, Indiana. Ferd is a master painter if there ever was one. He is one of the Kangaroo Vice-Presidents and a Great Western booster; a tireless worker and a strong advertiser. He has built up an enviable business for himself and his son, selling and applying Great Western paints. Ferd is one of the many live painters you will meet at the yearly conventions of the Kangaroo Club. You gain the fellowship of the liveliest men in the painting trade when you join the Kangaroos.

have learned about the Great Western products. They have seen the paints on their neighbors' houses and barns and know how well they lasted and how good they looked and when I quote prices, they sit up and take notice. Mr. Painter, if you haven't yet sent in an order to Great Western, get busy and try out an order. You will soon learn that Mr. A. M. Hughes and Fred Redheffer manufacture everything you need for a first class job for anyone anywhere.

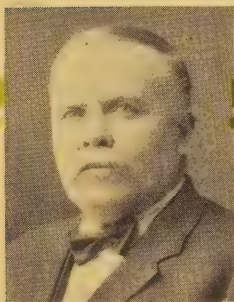
Honestly, I don't see how any painter who is fortunate enough to get hold of the Paint Craft or a Wholesale Catalog, can hesitate one minute in becoming 100% for Great Western products and selling plan. It certainly means a big saving for your friends and customers and a lot more paint jobs for you. We have sold $\frac{2}{3}$ of the paint and done $\frac{2}{3}$ of the work when there are three other paint contractors in our little town of Kouts. May I close by thanking the Great Western Company for making this possible for me.

FERD J. REDELMAN.

Ferd Redelman has two big trucks which he keeps going. On the sides of both of these trucks are big signs which tell the world that he is a painter and is handling and recommending Great Western paints. A business man in a big city would pay thousands of dollars to attract to his windows such a crowd as Ferd attracts to his trucks when he is in the neighboring towns.

What Painters Say About Great Western

These letters are but a few of many hundreds which we have in our files. Painters are writing us every day to praise the merits of Great Western paints and other products. We will give you the addresses of any of these men on request so that you can write to them and find out the truth about what Great Western is and how it helps painters make greater profits.



Strong for Great Western

Great Western paints are without question all that you represent them to be and then some. I certainly am a booster for Golden West paint and your method of doing business. It means more money for the painter.—W. E. Burrus, Marceline, Mo.



Strong for Great Western Plan

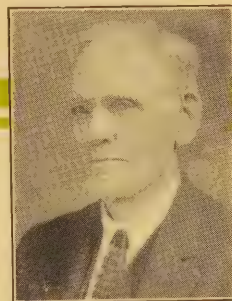
The paint I ordered from you I used in painting all the buildings, bleachers, grandstands, ball park fence, etc., at Tuscora Park. I have been a painter for thirty-eight years. I like your paint and your plan. I hope to do better next summer than I did last.—F. C. Neumiller, Beach City, Ohio.

The Star Paints

I am as tickled over your products as I was the time I got my first boots with red tops, and a star on the top. Your paints are the star paints of this age.—William T. Hayes, Illinois.

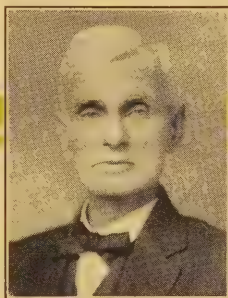
Best Colors in Oil

We are very much pleased with your paint, oil and colors in oil. I have never seen such strong colors as Great Western puts out. They are very lasting and you get more for your money. We have a job for next spring that will take a barrel of Golden West for the house and a barrel of paint for the barn. The owner specified Great Western after learning its value from bulletin boards painted with your products.—Ralph Shutt, Ohio.



One Job Sells Another

It is too cold to paint today, so I thought I would write a few lines. Started to paint Mr. Dean's house and got one coat on. While at work several men came along and saw the paint and said that just as soon as the weather settled they would want G. W. paint and wanted me to do their work. The way I was doing it sure suited them. I sure brush it in. A lady from a nearby town wrote me to paint her house. I am sending my photo. It is not very good. Yours for success.—R. A. Chapman, Colo. P. S.—Received the check all right.



Great Western Gives Real Service

As I wrote you in a previous letter, I am not doing any outside work and have confined my efforts entirely to interior work the last several years.

However, I have had many opportunities to furnish outside material and I hope I shall continue to get some orders of that kind, and be assured I will send all such orders to the Great Western.

Our Mr. Henceroth is using the Golden West and thinks it is real paint. From my experience with paint covering, a period of some forty years, I have never found a mixed paint that conforms exactly with my idea of a real paint as does the Golden West.

I congratulate you on your prompt shipment. When I mail an order to Kansas City Friday night and get the goods the following Monday, I call it real service.

I acknowledge receipt of check for my commission, which was entirely satisfactory.—J. N. Dollison, Independence, Kansas.



Best Paint He Ever Used

I have had twenty-five years experience as a painter and I can truthfully say that I never used a better grade of outside paint than the Golden West or the A. M. Hughes favorite formula. The Great Western is the most honest company I have ever done business with and I used about \$1,000 worth of your products last summer.—N. C. Packard, Belmont, Iowa.



Used Hughes Paint for Forty Years

I think it was in 1888 or 1889 that I used Sewall and Hughes paints and later on Hughes' Crescent Cottage Paint, when he opened up the store on Walnut street with Charlie as manager. In 1899 I moved to Armourdale and got in with A. M. Denis Real Estate Co., where I had lots of work, and used Crescent Paint and colors. In 1908, I moved to Winchester and traded with N. W. Everett Hardware store, and he handled Hughes' Crescent Paint, among farmers. When Hughes started selling to painters only, I made arrangements to trade with him and have since then. Your goods have given good satisfaction to my customers and I have always found Mr. Hughes to be an honest and just gentleman in every respect. He has a warm place in my heart and I wish him and you and your co-workers, the best of luck.

Fred, I will close for this evening, as I have a headache which accounts for my poor writing. I am sending a snapshot of myself.—I. N. Rose, Worth, Kansas.



Strong for Hawkeye

Now Fred, I cannot close this letter without a word about my favorite paint, Hawkeye. In this case, I am made to exclaim as the Swede did when he landed in New York, "If this is New York, what must Lindsborg be!" And just so, when I have given a job two coats of Hawkeye, I say, "If this is Hawkeye, what must Golden West be?"

And as regards the Great Western folks, your books will show that I have been a customer for 15 years with a small credit on the blue page record of my last shipment, which was enough to paint three houses. And all this long record of business was transacted without one single mistake in quantity or quality.—M. C. Yeager, McPherson, Kansas.



A Good Indian and a Good Kangaroo

I've been using Great Western paints now for more than five years. Before that I never stayed with one brand for more than six months. I have used every brand of goods on the market here, and those that approach the quality of Great Western are 1/3 to 1/2 higher in price. Those that compare favorably in price are far inferior in quality.

I have quit experimenting. I am sticking to Great Western.—C. R. Moore, Okemah, Okla. P. S.—You can tell by my picture that my forefathers roamed the plains of Oklahoma long before Columbus was born.

Great Western Sells Itself

Only once did I have to get out and actually sell Great Western paint. That was the first job I sold. After people had seen this job all I had to do was to mention the fact that it was painted with Great Western and they gave me their orders.—George Noble & Son, Kansas.

18,000 PAINTERS MUST BE RIGHT!

More than 18,000 master painters are customers of the Great Western. They have given the products a thorough trial over a period of 17 years and have proved that the quality and right price are there.

If Great Western did not give satisfactory service this army of master painters would not continue to stick by us so loyally. Every year shows a substantial increase in the number of painters taking advantage of the profit-making opportunities which this company offers them.

It has been our ideal to make the best paint it is possible to make so that the painter may give his customers the best on the market and thus build up his reputation for quality and good workmanship.



The Best Proposition for the Painter

I have been painting for over thirty years and think the Great Western Plan is the best proposition the painter ever had. I think all of us Kangaroos should put our shoulders to the wheel and push.—D. B. Hudgens, Greville, Illinois.

Savakote Is Wonderful

I have just got to say that Savakote is the most wonderful paint I ever spread. Both in spreading and covering qualities. I have just painted a house one coat and have several to figure on, on the strength of that one. I landed one, hence more Savakote.—E. V. Garison, Kansas.



The Painter's Friend

The Great Western was sure named right when it was called the Painter's Friend. It's my saviour here to beat the competition with hardware stores' prices and still get a nice commission for myself. Please send me the posters and I want some stickers for the windshield of my car. Yours for good luck.—John Wicklund, Wetumpka, Alabama.

One Job Leads to Another

Friend Fred: I expect to be in St. Joe from now on. The first job will be for my son-in-law and I have the promise of several jobs. When I paint one job with Great Western paints, then the jobs start coming in thick and fast. I have had letters from four paint houses in Kansas City, but the Great Western paint is good enough for me. When I have a house I know is a good one, I won't trade him for one I don't know anything about. I claim five gallons of Hawkeye will go as far as seven gallons of any other paint.—T. S. Miller, Goodson, Mo.

Hawkeye Stands Up

After almost one year and a hard winter, your Hawkeye House Paint looks bright, fine and clean. Mrs. Hinkle is well pleased with the job. Hawkeye has proved to my knowledge so much better than the paint on four other houses which were painted in this small burg with some other brand of paint. I am for Great Western only.—Orville Sampson, Flat Rock, Ind.

Painters' Wife Sells Paint While He Spreads It

I am the mother of eight children and do all my own housework, which keeps me busy, but I manage to find time to help my husband by selling Great Western products. He is always busy so they can never find him at home. In 1918 my husband was in government service and got disabled, so that for three years he was in the hospital most of the time. We lost everything but our lives and the mortgages.

Then, when he got so that he could do some work, he went back to his old trade painting and paper-hanging. Of course it was slow and he could not make ends meet, as he bought his paint from the store and had them to recommend him; but I saw that would not do—that I had to help him. So here is what I could do.

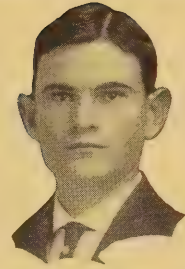
I told him to get me a sales-kit, which he did. Then we tried the Great Western Plan. I had him paint the house with Golden West, the barn with Manhattan, the garage with Savakote, and the walls with De Luxe. The woodwork was painted with Hughes-Spar and the roof with Delmonte, and say, it is the best job in town. So with my sales-kit and the paint to show them on the buildings, I lost no time telling every customer about Great Western. I do most of the selling, while he puts it on. Today, after only four years of real service, we have our home cleared, and besides own a house which we rent,

and a new Ford which we all enjoy.

The painters and paint dealers in this town gave us the horse laugh when we started, but who laughs now? Why the Kangaroo Family, of course. While some of the paint dealers went out of business, and about all the jobs the others get is from the grocery dealer to help pay for groceries.—Mrs. S. C. Eckert, Kiowa, Kansas.

Ready-Mixed—Not Ready-Settled

Recently I put in a bid for a painting contract. There were several people standing around when I opened up a five-gallon can of Great Western to show them the high quality of the paint I used. One fellow said: "I thought that was supposed to be ready-mixed paint." I told him it was ready-mixed as represented, and not ready-settled like the paint he had been buying. He agreed with me and gave me his order.—G. R. Har-nish, Colorado.



Good to the Last Drop

I will never use anything but Great Western paints. Mr. Hughes' way of doing business can't be beat. Great Western products as a whole are the only ones I know of that make a hard job easy. I have been up against some hard competition in my country, and have taken Hawkeye and won out. Any paint that is good to the last drop is good enough for anybody. Thanks for the prompt service.—H. C. Frazier, Texas.



A Painter Drew This Picture

Dear Fred:

My father and I have sure made good use of the Great Western Plan this year. It sure is a real profit getter for the painter. The cartoon I am sending shows the Three Musketeers headed for prosperity. I think their motto of "one for all and all for one," is a good one for the Kangaroos and Great Western. Co-operation sure puts the dollars in the pockets of all of us.

I was at the last convention and if anything ever went over with a bang that convention sure did. Everybody sure had a good time, and I think one reason for it was that Mr. Hughes and Mr. Redheffer really are the Painters' True Friends.

I think that the Great Western has shown such a remarkable growth because you have real honest-to-goodness paint which stands every test, and you sell it through the men who are entitled to the profit on paint—the painters.

Will close, with best wishes,

IVAN E. LEECH, Arkansas.

Great Western Paints Pass Every Test



MR. C. V. ZIEGLER
Chief of Research

Mr. Zeigler, head of our laboratory staff, is one of the foremost paint chemists in America. He directs all of the testing and formulating of Great Western products.

A well organized laboratory is a vital necessity in maintaining uniformity in paint quality. Our well-equipped laboratory and experienced chemists are kept busy checking up on the several hundred different raw materials that go into Great Western products, and in testing the finished batches as they come from the mills.

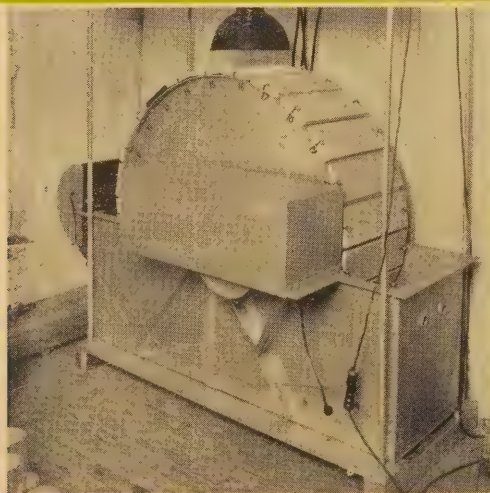
The laboratory keeps master-standards on all products. All raw materials must test up to these standards, or they are not allowed to enter our plant. It is not unusual for us to reject an entire carload of material because it does not come up to Great Western standards.

In the same way, each run of paint or colors in oil is thoroughly tested as it comes from the mill, to see that it is up to standard. Such tests take time and effort, but we know that it is money well spent. Here is one great difference between the Great Western production methods and those of the fly-by-night outfits which sell the so-called "cheap" paints. When you buy Great Western products you know you can rely on them.

The formulation of new paint products under the direction of Mr. Zeigler and Mr. A. M. Hughes has been reduced to a science. When a new paint is built up, it is tested on the "Accelerated Weathering Wheel" shown below. With this machine we can tell in six weeks' time what a paint will look like in five years in any kind of climate. In addition to this test, we have numerous "control" houses painted with our products. The condition of the paints on them is checked up regularly to see that there is no cracking nor peeling. Thus we get a double check on our products.



This partial view of the chemical laboratory shows several of our chemists running tests on raw materials before allowing the shipments to enter the plant.



Accelerated Weathering Wheel. This device in one month equals the destructive action of one year of exposure to the most severe weather.



Numerous test houses painted with Great Western paints are listed in our laboratory files. The paint on these houses is examined from time to time in checking up on its wearing qualities.



View of executive offices of our laboratory. Here raw materials and other supplies are purchased and all decisions relating to formulations of paints are made.



Factory Testing Room where all batches of paint are tested for proper qualities before being drawn off into cans. This insures uniformity of product.

All Great Western products of a like nature, such as colors in oil, shingle stain, Neverleak, etc., are similarly tested. Many other minor checkups are made.

We consider the laboratory one of the most important links in the chain of Great Western service. It is the watch-dog of Great Western quality, and insures you always getting the same high-grade products.

We have introduced a number of new products this year. They were all tested for many months before being placed on the market. You will find them fully described in this catalog, and we know they will be useful to you. Among these products you will find our new one-coat flat wall paint, Red Heifer Red Barn Paint, Pine-oil-tine, Pigmented Wall Size, Interior Semi-Paste, and a number of less important products.

It has been the constant effort of our laboratory to improve Great Western products, and we honestly believe they represent bigger values today than ever before in the history of the company. This is the result of constant and unremitting effort.

The work of the laboratory makes it possible for us to ship out the same high quality paint without variations on every order, so that you can be sure every customer will be absolutely satisfied with the quality of the products you sell them. Thus you can build for yourself a list of satisfied customers who will call on you whenever they need painting done.

The Laboratory Helps You

The laboratory has a very vital interest for every painter through its development of new products. Many of these new products enable you to get jobs which neither you nor anyone else would have secured.

For example, take the new two-hour varnish which we are offering you for the benefit of your trade for

the first time this year. This product enables you to go to the busy housewife in the winter-time and say to her: "I can varnish your parlor floor and have it ready to walk on within two hours."

Such a thing was unheard of a year or two ago. With this and other quick-drying products you can make a good living in the winter-time on inside work, because you can show your prospects where you can do the work and get it out of the way in a short time without tying up their homes.

Not only that, but you can give them a more satisfactory job, as this product as well as many of the other recent developments, is superior to the old ones in other ways, such as durability and beauty.

An Extra Measure of Service

While Great Western does not believe in any unnecessary expenditures, such as elaborate national advertising, we refuse to cut corners where it would endanger the quality of our products to do so. It is true that some fly-by-night concerns try to get along without a complete laboratory and thus figure on making a large profit. Such methods speak of false economy, and we do not tolerate them.

Great Western is organized to give you top-notch service and quality at the lowest prices consistent with high quality. You can depend on Great Western to safeguard your reputation as a painter. Such a policy is only the result of common-sense. We know that our own reputation for quality and fair dealing is tied up with yours. What affects you affects Great Western. Our laboratory is but one unit in the Great Western plan of real co-operation with the painter.



Another view of the Great Western laboratory.



Section of our printing department showing Multigraphs.

Making Great

Mr. Warren Edgington, Superintendent of Production, has charge of manufacturing operations in all plants.



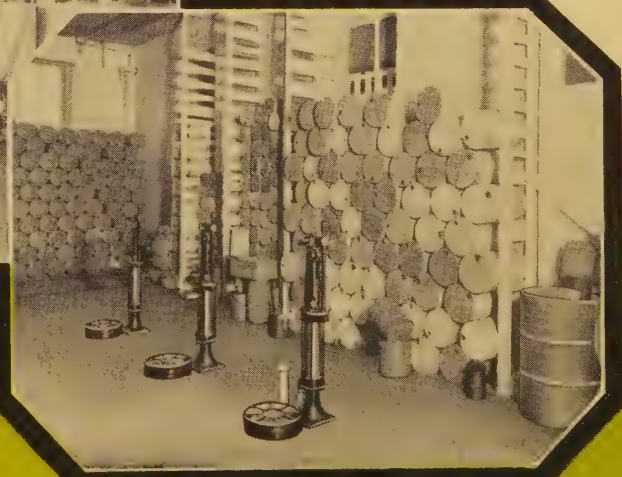
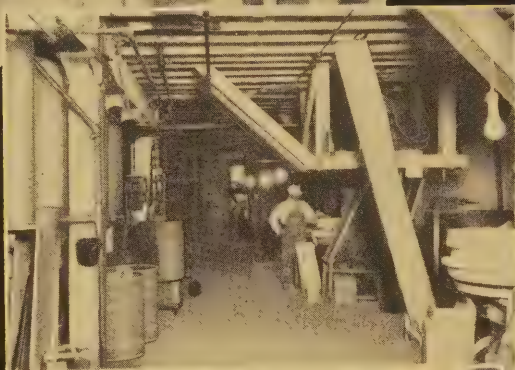
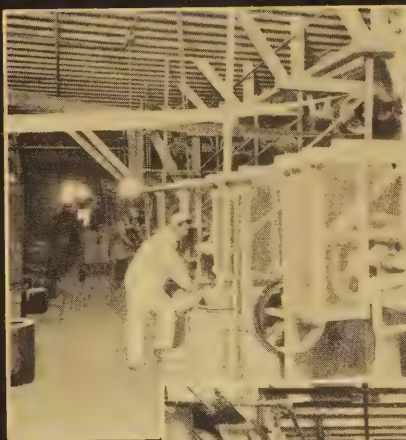
Come, take a trip through the Great Western factories with us! No more convincing proof of the high quality of Great Western paints can be found than an hour's trip through one of these factories. Any Kangaroo who has attended a convention will vouch for that.

Let's go up the freight elevator to the fifth floor. Here they mix the pigments. Every batch gets a thorough mixing in oil pumped from huge storage tanks in the basement. After the lead and zinc are thoroughly mixed with the linseed oil, they are turned loose and flow by gravity down to the fourth floor. Everything is done systematically by experienced men. This avoids waste of materials and keeps the cost of production to a minimum.

On the fourth floor are rows of burr-stone mills and roller mills in which the mixture is next ground under terrific pressure. The most exacting care is taken here to insure a perfectly smooth consistency throughout the mixture. It is little wonder that a man cannot hope to mix pigments and oil and get as good results as these heavy machines. Why, you could stir a batch of paint with a paddle for thirty days and then it would not be as smooth and free from lumps as these mills can make it in thirty minutes.

After the paint is thoroughly ground it flows to the third floor where it is run into big tanks and mixed with the proper amounts of linseed oil. All Great Western paints, except our iron oxide barn paints and a few industrial paints which are not made of lead and zinc, are made white and then tinted. Many concerns make the various colors of their house paints separately. It really is a cheaper way to make them—but it also means they are cheaper in quality. Inferior pigments can be used because whiteness is not a necessity. The coloring matter in the paints cover up the impurities. That's why many others charge more for white paint. You will find that the Great Western price is the same on white as on the colors. In your sales talks to your customers, tell them this fact.

After the tinting process is



Actual photographs of scenes in our Kansas City plant, taken during operating hours.

Western Paints

finished the paint is drawn off into cans by automatic filling machines. Every operation in the plant goes forward along the most approved lines of paint manufacture. These automatic machines fill 2,000 gallon buckets per hour.

After the paint is drawn it goes to the floor below, where it is labeled and put into the boxes to ship to you painters. Before any paint is run into the cans, each batch is sampled by the laboratory and put through a series of tests, to prove that it is up to standard in weight, consistency, covering, etc. These tests insure your getting the same uniform high-quality paint on every order that you send to Great Western.

All the processes in the manufacture of Great Western paint are carried out by expert paint men. They have been at this business many years and know the manufacture of paint by heart.

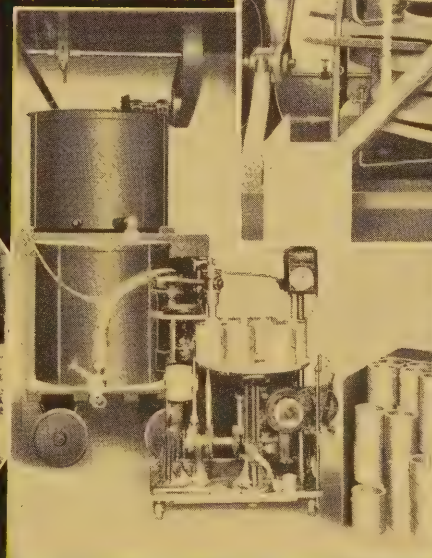
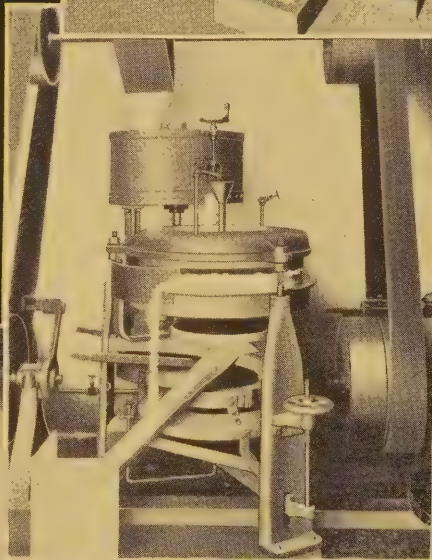
On the first floor of the factory is the receiving and shipping room. Here the cars of raw materials are loaded and stored. It is a busy place, and every man is on his toes to see that your order goes out on time.

In the basement are found the huge oil tanks, 12,000-gallon capacity. Linseed oil, turpentine, etc., are stored here. These tanks are twice the size of those you see on tank cars on the railroads.

While this is a description of the Kansas City plant, the same procedure in general is followed in all our factories. They are all located close to the freight depots so that no time will be lost in getting your shipments on their way to you.

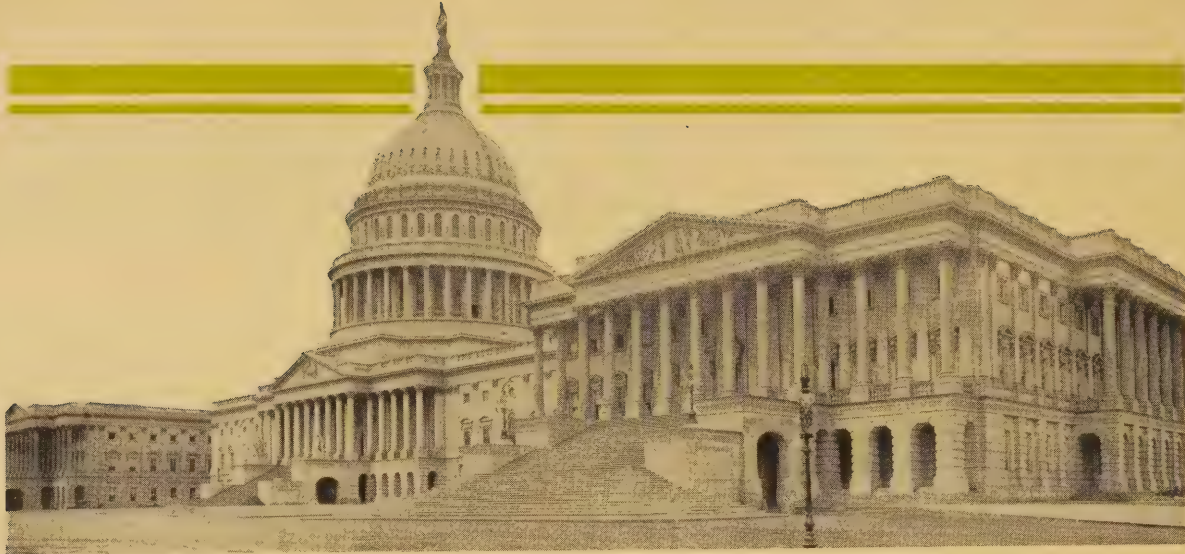
Our factory and office forces are all organized for service. Their efficiency means that your customers will get the paint they ordered when they want it, and that it will be high-quality paint. This helps you build up a list of satisfied customers.

The high quality of Great Western paints is due in no small measure to the exacting care taken in every detail connected with their manufacture.



Detail photographs of paint-making, showing mixing, grinding, filling of cans, labeling and shipping operations.





Great Western Meets U. S. Government Specifications

The Bureau of Standards of the Department of Commerce, in Washington, maintains an extensive laboratory for the testing of paints and the formulation of specifications for the best type of paint for each of the various uses to which paint may be put. They make exhaustive tests of these formulas and when they issue a bulletin containing a formula you can be sure that it is the best one for that specific purpose.

These specifications are made up first for manufacturers to follow in making paints for government buildings, machinery, etc. The government will buy only such paint as is made in accordance with these specifications.

Many of the state governments use these same formulas and make the same requirements in purchasing paint as does the national government.

The government also recommends these specifications to industrial firms and private individ-

uals who want to get the best kind of paint for any particular purpose.

The Great Western Company has secured these specifications from the U. S. Government and our laboratory has compounded paints according to these specifications. We are now prepared to furnish these paints to painters to sell to their governments—national, state, or local—or to private firms who follow the government recommendations.

These paints are made up on special order and for that reason, we cannot undertake to furnish them to you in less than 50-gallon lots, as we have to make a special run on them. The A. M. Hughes Favorite Formula is an exception to this 50-gallon rule, inasmuch as it is always ready to ship out. It meets the government specifications for paints made on a white base, ready mixed. The same is true of White Golden West 100% Pure Lead and Zinc House Paint, which is slightly different in composition.

We are prepared to make up the following paints on orders of 50-gallons or more according to government specifications:

Master Specifications No. 21-b

Lithopone Interior, white and light tints, flat or eggshell finish. Both semi-paste and ready-mixed.

Standard Specification No. 67

Gloss Interior Lithopone Paints. This specification covers ready-mixed lithopone paints, frequently known as gloss mill-white. It may be made in white and a variety of light tints. Paints made under this specification are not meant for outside exposure. They shall dry to gloss opaque coats that will adhere well to wood, metal and plaster, stand washing with soap and water, and show material change in color on exposure to light. There shall be no material yellowing when kept in the dark.

Master Specification No. 278

For outside white paint on a titanium-zinc base. May be made in either the semi-paste or ready-mixed form.

Standard Specification No. 97

This specification covers the manufacture of Green Paint in both the semi-paste and ready-mixed form. This is a chrome green paint ground in oil.

Master Specification No. 14-b

This specification covers the manufacture of Black Paint in both the semi-paste and ready-mixed form. The pigments in this paint shall consist of carbon, lead oxide, insoluble mineral matter and an optional addition of red oxide of iron.

Master Specification No. 13-b

Iron oxide and iron hydroxide, Red Paint. This specification, and those above, were officially adopted by the Federal Specifications Board for the use of the departments and independent establishments of the government in the purchase of paints for their various needs.

Hughes Favorite Formula and Golden West Meet U. S. Government Requirements

When the laboratory of the Bureau of Standards in Washington makes up a formula and tests it out they do their work thoroughly. Before the Federal Specifications Board adopts one of these new formulas, they know for sure that the paint made according to it is the best type for that particular purpose.

Mr. A. M. Hughes, working independent of the U. S. Government, formulated our Hughes Favorite Formula Outside House Paint, which we believe is an ideal house paint. The government backs up the formula of this paint as it conforms to the specifications for ready-mixed house paint as set forth in U. S. Government Master Specification No. 10-b. Now when Uncle Sam puts his O. K. on a paint you know that it must be right.

The same is true of our White Golden West 100% Pure Lead and Zinc House Paint, which is slightly different in composition. Either of these paints may be sold to the Government, as they meet the specifications.

Great Western Paint Is Fresh!

A CHALLENGE

Paint half of your house with Great Western's Hawkeye Brand Paint. Paint the other half with any other paint you wish regardless of the price it costs per gallon. If Hawkeye does not take fewer gallons and cost less money for the finished job, we will stand the total cost of all the paint used!

If Hawkeye paint does not wear as long or longer than the other paint and look as good or better, we

will give you free enough paint to repaint your entire house without it costing you one cent.

That is just about as strong as we can make it. If you can find any other manufacturer who will make the same offer, you can get the paint for your house free of charge from one or the other of the two companies.

Not long ago we received a letter from Kangaroo Gideon telling of some paint which his customer had purchased locally. It was ——— Soft Paste White Lead. Mr. Gideon says it must have been the first keg that company ever put out. The pigment had settled so hard in the bottom of the can that it was harder to break up than any ancient lead or old ready-mixed paint he ever ran across.

Ready-mixed paints and soft-paste leads are anything but ready-mixed if they are allowed to stand around on the shelf for six months or a year. When you come to break them up for use, you have to put in hours of time, and then they are not as smooth and well-mixed as Great Western when it comes to you direct from the grinding mills. Time is money, and the time you spend breaking up hard pigments could better be employed spreading them on the house. Your customer hires you to paint and not to break up lead. You have to consider this in the cost of painting when you figure on a job. Let us save you that time and thus save you money.

Every can of Great Western paint bears this label of guaranteed freshness stamped with the date the paint was ground. When you buy Great Western's fresh paint you get paint that goes farther and lasts longer. It is smoother too. You save money on it through cutting out the tedious labor and time-consuming process of breaking it up.



Great Western paint comes to you fresh from the mills. The greater part of it is shipped the same day it is made. It is uniform, smooth, and full-bodied. There was a time when most painters were opposed to ready-mixed paints, and rightfully so, because when they bought their supplies locally, these paints instead of being "ready-mixed" were "ready-settled." The pigment was mostly at the bottom of the can, as hard as a rock and as difficult to break up as a rubber ball.

There are no "rubber balls" in Great Western paints. They never stand around on a store shelf or in a warehouse for months or years while the ingredients settle and disintegrate. Every can of paint that leaves our factories bears a label stamped with the date the paint was made.

This means economy in paint buying. You get paint that is thoroughly mixed and blended. It means that Great Western paints not only spread farther and cover better but that they will also be more durable.

The huge mills in the Great Western plant are specially adapted to mixing and grinding of all kinds of paints. They are scientifically correct and you can readily see how they can grind a paint more smoothly in a few hours than you could mix it by stirring with a paddle for thirty days. They grind under tremendous pressure, and every particle is separated and held in suspension.

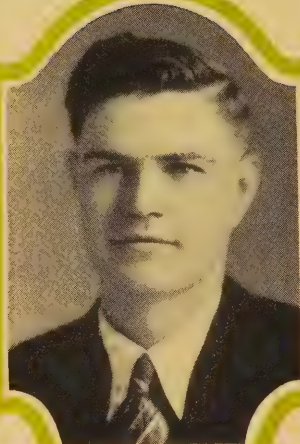
You save time, money and get better paint when you buy Great Western's fresh paints.



AL. O. MILLER
Chicago



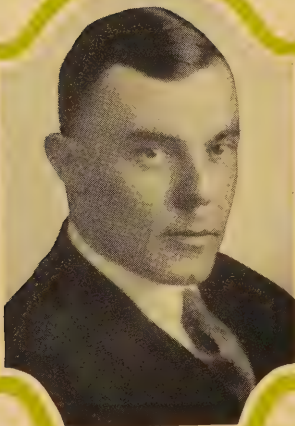
E. I. WRIGHT
Buffalo



R. H. LLOYD
Ft. Smith



FRED N. REDHEFFER
Vice-President and Gen. Manager



CHARLES RIUTCEL
St. Louis



FRED ROACH
Dallas

These men, under the direction of Mr. Redheffer, have full charge of the operations of their various branches. You will find them ready and anxious to serve you at all times.

Great Western Plant Managers

Organized For Service

By FRED N. REDHEFFER



I have always wanted to know the sort of men that I do business with and I feel that you must be somewhat the same way. When you take up a proposition or buy merchandise from a firm, you want to know something about the company with whom you are dealing. That is the main reason why we are publishing the pictures of so many of the members of the Great Western organization in this catalog.

On the opposite page you will see the pictures of the men who now have charge of the various Great Western branches. Mr. Hughes has placed me in charge of the general administration of the company. In addition, I personally look after the management of the home office at Kansas City. I have selected the men in charge of the branches because of their peculiar fitness for the jobs.

All of these men have served a long apprenticeship in the Great Western plant at Kansas City. They know just what you painters want and how you want it. They have had the Great Western ideal of personal service instilled into them through many years of training under Mr. Hughes and myself.

All our men are American born and have risen from minor positions through sheer merit on their own part. There is a tradition at Great Western that each man who comes into the organization even in the lowest of positions, shall have every opportunity to show what he can do and we try to push him ahead as rapidly as possible.

The spirit of loyalty which has grown up among Great Western employees is truly remarkable. They have their own social organizations which draw their memberships from among Great Western ranks. They are contented and proud of their jobs. Now this is something which means a great deal to every painter customer of ours. These men will go out of their way to serve you as you wish to be served.



JOE SECK
Office Manager



The two pictures above show views of our Kansas City offices. The picture at the left was taken in the shipping department. We have worked out a system of freight shipments which gives you service almost as speedy as express. Your order received in the morning's mail is filled the same day and is on its way without delay. Our branch houses have been installed to further better this service and reduce freight rates for you.



NO-MAN'S-LAND

A DEPARTMENT FOR PAINTERS' WIVES

By HELEN REDHEFFER

There is an old and true saying that behind every man's success there is a woman's hand. Reading between the lines of the letters I receive from the wives of the Kangaroos, it is easy to see that the loving care and the real interest which they manifest in their husbands' work is a vital force in the upbuilding of the painting craft.

A woman's interests are somewhat foreign to those of the men. For that reason, Fred, my brother, placed me in charge of the women's department, as he felt, and I believe rightly so, that no man could interpret your wishes as well as a woman.

There is so much that the housewife can do to help her husband in a business way. Many painters' wives have written me, telling me how they use the telephone to increase sales of paint. Others of them keep their eyes and ears open

at church gatherings and meetings of their friends for information concerning people who are about to have some painting done.

In this way they are able to build up their husband's business more rapidly than it otherwise would grow. It seems to me that a woman's sense of the beautiful is more acute. She can tell the color schemes which will appeal to other women and suggest color harmonies which will sell more rapidly than those her husband may pick out.

I hope to have some material on this subject in issues of the Paint Craft this year, and would welcome any suggestions you might see fit to send me. It keeps me pretty busy attending to business at the plant during the day and helping mother at home with the house at night, so that I do not have as much time to devote to this sort of work as I would like.

Last year we ran the picture and plan of a small bungalow in the Paint Craft. I hope to have more



MISS HELEN REDHEFFER

of this sort of thing next year, providing it appeals to you. Personally, I am very interested in such things, and I know you must be, too.

The men manage to get in pictures of themselves in the Paint Craft pretty regularly, and I would like to see more pictures of the women folks. I think it draws the Great Western family closer together when we can see just what the members look like.

There is another thing which might be agreeable to many women and that is the founding of a woman's auxiliary to the Kangaroo Club. There are many painters' wives who are selling paint for their husbands during the time the men are out at work. I am sure some of these women would like to have a membership card in this woman's auxiliary. Let me hear from you in regard to this.

I am always glad to receive the letters which the painters' wives write me. It gives a better insight into your desires and helps us serve you better.

With cooking and sewing and ironing, and looking after the house and the children, mother has a busy time. Even at that, most painters' wives find time to help along the sale of paint, answer the phone and generally help their husbands in a business way.





GEORGE F. TURNER
Advertising Manager



A. P. TAYLOR, Jr.
Manager of Mail Sales

Great Western Helps You Get More Business!

By **GEORGE F. TURNER**

This catalog introduces Mr. A. P. Taylor, Jr., as the new manager of mail sales for the Great Western Paint Manufacturing Corporation. Most of you painters know him as "Pete." He has been with the company for a long time. Last year he held down the job of manager of the Buffalo Branch so well that Fred and A. M. brought him back to Kansas City to look after the best interests of all you painters, to see that you get the kind of service that you want and that you are satisfied in every way.

As a matter of fact Pete is really Fred's assistant. The job is growing so big that it is more than Fred can do to keep in touch with all of you men and he is calling on Pete to help out. You will probably receive a lot of letters signed by Pete during the course of the year.

Pete is a fine fellow and will go out of his way to do a favor for anybody, so you can be sure when you write to him about anything special that it will receive real attention. Pete is a nephew of Mr. A. M. Hughes, and has got a mighty good start following in his uncle's footsteps.

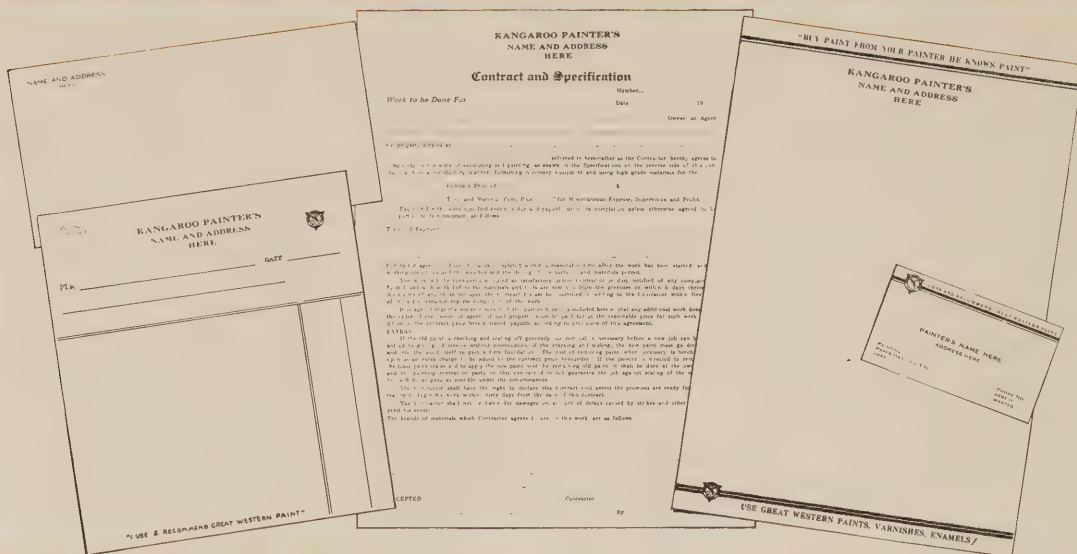
On the following pages you will find listed a number of good advertising helps which will aid you in building up your business. They number such things as price lists, special mailing folders and newspaper cuts for running in your local paper. You will find them all valuable.

From time to time we will list special advertising helps in the Great Western Magazine, the Paint Craft. It will pay to take advantage of them.

Right now let me call your attention to the mailing folder which is shown on page 35. This folder will open a lot of doors for you if you use it. Here is the plan. Make a list of from three to seven of your very best customers and send them in to us. We will mail this circular to them. It contains a return card which bears your name and address so that when the prospect decides to get estimates on painting he will call on you.

No community is 100% paint perfect. Lots of folks put off painting from year to year when painting would protect their homes from decay and consequent repair bills, because they have a stronger urge to spend their money for something else. Show them how you can keep them from spending real dollars in repair bills and you have sold them on the idea of repainting. Many a man will buy two new cars in a single year and yet think he can't afford to have his house painted.

It is in this great dormant field that your increased business will be found. Don't wait for these people to sell themselves on the idea of repainting. Go after these cold prospects with advertising and personal calls with your sales kit. Show them just why they should have their homes repainted. Your business will show a big increase if you do.



Painter's Stationery Combination

Every painter needs nice, refined looking stationery to carry on his business dealings in a methodical manner.

This combination has been made up to fit the needs of the painter. In the first place it includes 40 contract blanks which give you added prestige with your customer, especially on big jobs and saves you a lot of argument about the price and the amount of work that was to be done after it is finished.

Then there are 100 envelopes for mailing various items. There are 100 letterheads to carry a message for you and 100 statements of account to remind your customers of what they owe you.

Along with this go 100 business cards which are always handy. All of this material is printed with your name and address.

The letterheads and the business cards are printed in two colors, black and orange and are very attractive.

Price on the combination as described above...\$5.00

Prices on Individual Items:

100 Envelopes	\$1.00
100 Letterheads in two colors	1.50
100 Statements	1.00
100 Cards in two colors	1.50
40 Contracts75



These New Retail Price Lists Will Help You Sell More Paint

We have recently received from our printer a supply of the new retail price lists. These lists were made up for you painters to give to people you believe will be in the market for paint soon.

They are lithographed in two colors and contain a selling talk which shows the customer the high quality of Great Western Paints and just why you are the logical man to apply them.

These price lists contain retail prices on the most used items in the line. By selling at the prices quoted in these pamphlets, you make a nice profit for yourself on the sale of the paint.

There is a space left on the back for your name and address. If you can use a supply let us know and we will print your name and address on some of them and send them to you without charge. You will find that they will do you a lot of good if you will place them in the hands of people whose houses need painting.

The illustration here shows the front page. The originals, of course, are in two colors and make a very attractive showing.

NEW--Color Visualizer

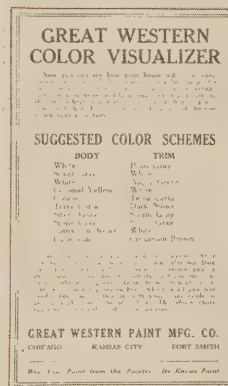
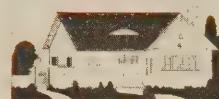
The picture of the visualizer shown here illustrates the first visualizer which we made up. We have now made a new one which is just like this with the exception of a new house on the front. The new design is more attractive and shows off the colors to better advantage.

You will find these visualizers a great help to you in selling paint. You can show your customer just what any of the most popular colors will look like on a house. It helps him decide on the colors which

he wants and makes him better satisfied.

Sometimes a customer will think he wants a certain color until he sees it on the house. By looking at this color visualizer, he can see before it is too late just how any color will appear.

The visualizer contains suggested color combinations printed on it. It is very attractive and will give you something to talk from when trying to sell a bill of paint. One of these visualizers will be sent you free upon request.



NEWSPAPER ADS

Advertising in your local newspaper is a very profitable form of publicity. It brings in the business at low cost. You reach the best people in the community and let them know that you are wide-awake and a reliable painter.

We have prepared a series of newspaper advertisements. These are cast into stereotype cuts ready to print. They have a space mortised out in them for the printer to set in your own name and address. By using these cuts, you get a neat and attractive looking ad which will direct the people to your door.

From time to time we will publish different ads of this sort in the Paint Craft and you can select the one you want. We furnish the plate free. All you have to pay for is the insertion in your local paper. Many painters are using these ads and finding them of value.

DIRECT MAIL ADVERTISEMENTS

If you have two or three prospects which look good to you, but you are having some difficulty in closing, send us their names and we will mail them one of the circulars shown here.

This circular plays you up as being the logical man for the customer to buy paint from. It tells about the double guarantee which you can give them and contains many good selling points on Great Western paints.

You will find that these circulars will help you make sales more easily. So if you find you have several people who you think are about ready to buy paint, send us their names and we will send them this circular. It contains a return card with your name on it which they can put in the mails to let you know that they want you to give them an estimate on painting or suggest color schemes.



Here are pictures of our new movie slides. One of them will be sent you free upon request, with your name printed on it. Order by letter as shown.

HERE IS THE TEST THAT PROVES PAINT QUALITY



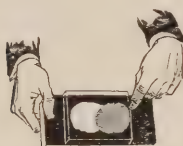
1st—Take small quantity of Great Western Paint. Drop it on the thick black glass.



2nd—Take small quantity of any other brand of paint. Drop it right along the side of the Great Western Paint.



3rd—Then place transparent glass firmly over the two samples.



4th—The effect will be amazing and convincing. While Great Western Paint shows pure white, with wonderful hiding power—other brands often show gray and transparent.



This Outfit Helps You Sell!

SENT ON DEPOSIT OF ONLY \$1.50

Every painter who wants to make the most of his opportunities to make money selling Great Western Paints, should certainly have one of these sales kits. We have made this selling and demonstrating outfit the most complete ever assembled. The above picture gives a good idea of the contents of this kit. We also include several copies of the new Retail Catalog which will help you get more business. The kit contains the Plan Book, catalog, color cards, stationery printed with your name and actual samples of Great Western house paints and pigments.

You can take this kit out with you when making calls. With it you can demonstrate the superiority of Great Western Paints. These demonstrations are very conclusive

and will convince the most skeptical that they should have Great Western paints applied to their houses and buildings.

About 1,500 of these sales kits have been purchased by Kangaroos in all sections of the country, and we are constantly receiving letters from them telling of the sales they make with the help of this sales kit. W. E. Ramsey of Salina, Kansas, says: "Please accept my thanks for your fine sample case, also stationery. I must say that if a painter can't sell paint with this outfit, it can't be sold."

This outfit costs us more than \$15.00 to make up. We charge you only \$5.00 for it. All you have to do is to send in \$1.50 in cash and we will take the balance of \$3.50

out of your future commissions. We are willing to pay the difference between the \$5.00 which you pay for the kit and the \$15.00 which it costs us to make it up, because we have found that this kit pays for itself many times in increased sales. You will find that your \$5.00 invested in this kit will come back to you many times over.

The kit is very durable and will stand much hard usage. It is just the thing to keep in the back of your car or to take with you on trips into the country. Send in your order today, along with the \$1.50 deposit (the balance of \$3.50 will be deducted from your future commissions).

Watch your profits increase when you put this kit to work.

WHITE EAGLE

SUPER PAINT

**VERY FINE
VERY WHITE**



This paint was developed by our laboratories slightly over a year ago. It has taken the painters by storm. Although only on the market this one year, it already has a big following of painters who are using it for the very finest of work.

While it is no better than Golden West in many respects, it does have greater whiteness and covering power. It is smoother and almost enamel-like in its finish. Especially made for the finest of work.

White Eagle is made on a Titanium Oxide base. It was built up to give the maximum in covering and hiding powers. Its whiteness is not equalled by any other paint. Many painters use a first and second coat of Hawkeye and then finish off with a final coat of White Eagle. By doing this they get a finished job which is whiter than they could get by using any other paint and at the same time by using

the Hawkeye for the first coats, they bring the cost of the paint down lower than if they used a paint like Golden West or Hughes Favorite Formula throughout. It makes a beautiful and durable job. Flows freely and spreads easily.

The natural intense whiteness of this paint may be tinted to any color by using our colors in oil. It takes a little more color to tint because of the extreme whiteness but for this very reason it holds its color better. White Eagle is the Rolls-Royce of the paint industry. A super-paint for superfine work. Made in white only.

White Eagle has great covering power. It will cover from 300 to 360 square feet, two coats to the gallon. You will get a lot of pleasure out of using this wonderful paint, and it will build a real reputation for you.

Prices:

In Barrels, per gallon.....	\$2.80
In 5-Gallon Kits, per gallon.....	2.90
In 1-Gallon Cans, per gallon.....	3.00

\$2⁹⁰
Gallon
In 5 Gal.
Kits



HAWKEYE HOUSE PAINT



High Quality At An Amazingly Low Price

FRESH FROM THE FACTORY

Hawkeye, like all Great Western paints, is made practically the same day it is shipped. No time wasted breaking up old paint that has settled hard in the can. Use this fresh paint and be sure of satisfaction.

18 Beautiful Shades

Hawkeye white is a real white. Painters write us in every mail telling of the wonderful results obtained through its use. All the other colors are bright and lustrous.

HAWKEYE HOUSE PAINT COLORS

No. 400—White
No. 411—Light Chocolate
No. 412—Cinnamon Brown
No. 408—Terra Cotta
No. 409—Peach Blow
No. 410—Maroon
No. 413—Light Buff
No. 425—Dark Brown
No. 420—Apple Green
No. 421—Pearl Gray
No. 422—Slate
No. 426—Cream
No. 427—Colonial Yellow
No. 428—French Gray
No. 429—Ivory
No. 430—Sky Blue
No. 432—Light Lead
No. 403—Light Olive
No. 436—Shutter Green
No. 431—Red Oxide

\$ 2¹⁵
GAL.

IN 5 GAL.
KITS

Here is a house paint which we recommend as being as good as any first grade paint on the market. It was formerly our first grade paint and has given wonderful satisfaction. It is true that the price is extremely low for a high quality paint, but don't let that influence you against Hawkeye.

Tests conducted by ourselves and by many painters using this product have shown that it gives the greatest coverage and spreads farther than any paint on the market, dollar for dollar. It is by far the greatest paint value on the market. These tests have shown that it covers about 50% more space than other paints selling at the same price. Covers from 300 to 375 square feet, two coats, per gallon; coverage depending on surface, method of thinning, applying, etc.

The Hawkeye quality house paint has a real quality base, thoroughly ground and mixed in pure linseed oil. It has good body and covers perfectly and will stand liberal reduction. Dries hard and has a good linseed oil gloss.

Painters frequently run into customers who want a high class job of painting, yet hesitate to pay the price. Such customers will be enthusiastic over the beautiful work you can give them with Hawkeye and the way its super-coverage cuts down the cost of the finished job. Hawkeye will make friends for you.

Hawkeye is shipped fresh from the factory ready for your use. It is an easy worker and spreads speedily. It carries our absolute guarantee. Every bit of material used in the manufacture of Hawkeye is necessary to the production of a high-grade paint. No filler is used. This accounts in no small measure for its great spreading and hiding powers.

We make this proposition to any standard painter: Order enough paint for your job and when you get the Hawkeye, spread on one or two gallons of it. If it does not come up to what you believe a real, high-grade paint should be, ship the balance back to us and we will refund your money in full and also the freight charges.

That is a strong offer and we can make it only because we know that no painter will ever send the paint back. Once a painter uses Hawkeye, he is a Hawkeye booster for life.

PRICES

50-gal. bbls., per gallon	\$2.05
30-gal. bbls., per gallon	2.10
5-gal. kits, per gallon	2.15
1-gal. cans, per gallon	2.25
Quarts	.60

Hawkeye=Quality

Hawkeye House Paint is recommended by many first-class painters as being as good as any paint in the Great Western line. It certainly gives the coverage, and no other paint can equal it in this respect.

We are constantly receiving letters from painters telling of houses painted with Hawkeye eight and ten years ago which are still in good shape.

One reason for this durability is that Hawkeye contains ingredients which are proof against the ultra-violet rays of the sun. These rays are the part of the sun's rays which cause a person to tan and they are the same rays which break down a linseed oil film in an unprotected paint such as one composed solely of lead and oil. Hawkeye is proof against the attack of these destructive rays and protects the

linseed oil film for years longer, thus giving longer life to the paint job and protecting the surface underneath from the ravages of weather and decay.

When you buy Hawkeye paint you buy a paint which we honestly believe is the equal of any on the market in all the qualities which go to make up a good paint. Mr. Hughes had his own home painted with Hawkeye last fall because of his belief in its high quality.

The following letter is typical: "I have just finished putting on the first coat of Hawkeye on a two-story house here. I also painted a store here with Hawkeye. I have used Golden West, Hughes' Favorite and Arrow and they are fine, but I am really stuck on Hawkeye." That letter was from Abe Payne of Nebraska. It shows what real painters think of this fine paint.



A FINE PAINT for FINE WORK

Do not let the low price of this fine paint mislead you into thinking it is a second grade paint. We believe and painters are constantly telling us that Hawkeye will do anything any other paint will do and when it comes to

coverage it will go them all one better. Hawkeye will give you a wonderful looking job on the finest of buildings. It carries our full guarantee for five years. You can depend on it to give entire satisfaction.

Uncle Sam OK's These Two

HUGHES FAVORITE FORMULA HOUSE PAINT

Here are two of the finest paints on the market today. Both of these paints in the outside white form will pass muster if you get a job of government work to do calling for paint made under U. S. Government Specification No. 10b. There is a slight difference between the two formulas. The Golden West contains only pure lead and zinc, while the Hughes Favorite Formula contains 85% pure lead and zinc with 15% of certain special binding pigments which add to the value of the paint in certain climates, and make it more durable.

You should give both of these paints a good trial in order to select the one most suitable to your climate. As a general rule, we believe the Hughes Favorite Formula suits most climates a little the better, although there are some places where Golden West will be found to have the edge.

Government tests have shown that either of these paints will give more lasting service than lead in oil. They are more durable because they are resistant to the ultra-violet rays of the sun, the rays which in an unprotected paint tear down the linseed oil film rapidly.

Every painter should try Hughes Favorite Formula House Paint. Those who have used it, and there have been many of them, have been enthusiastic in their praises of it. I want you to put some of it on your jobs, and to sell it to your customers.

Special Guarantee Offer

Order as many gallons of this paint as you need. Use two gallons of it on any of your jobs. Watch it as it spreads so easily and smoothly. See for yourself how well it covers, how white it is, and how



brilliant. Notice its great hiding power. If you do not think it is as good or better than any paint you ever used, why return the balance and your money will be refunded in full.

You can take this paint and put it to any kind of a test. Past experience has shown that it will stand up and wear for years. It goes on white and stays white.

This is the kind of paint which will build business for you. It covers from 300 to 360 square feet per gallon depending upon the condition of the surface and the way it is applied. Once you get this paint on a house, people will flock to you asking, "what kind of paint is that? It sure is white." Believe me, it also wears.

In Colors Now!

When this paint was first offered we made it in white only, but as painters came to know it better and to realize how good it really is, the demand grew for colors in addition to white. From now on, we are offering it in colors.

- | | |
|---------------------|---------------------|
| 600—White | 622—Slate |
| 608—Terra Cotta | 626—Cream |
| 609—Peach Blow | 627—Colonial Yellow |
| 610—Maroon | 628—French Gray |
| 611—Light Chocolate | 629—Ivory |
| 613—Light Buff | 630—Sky Blue |
| 614—Dark Brown | 632—Light Lead |
| 619—Store Green | 633—Light Olive |
| 620—Apple Green | 636—Shutter Green |
| 621—Pearl Gray | |

These colors are the same shades as listed in the Color Card under Golden West.

PRICES

In barrels, per gallon	\$2.45
In ½ barrels, per gallon	2.50
In 5-gallon kits, per gallon	2.55
In 1-gallon cans, per gallon	2.65

\$2.55
GAL In
5 Gal. Kits

The Government Bureau of Standards

The Department of Commerce of the Federal Government at Washington, D. C., has developed a Bureau of Standards for testing and making specifications for everything which the Government buys. The Government as a result gets what it pays for and knows that it is first class. This bureau has set a number of specifications for the making of various types of paint. These specifications represent the best of formulas now acknowledged by paint experts to be correct.

When you buy Hughes' Favorite Formula House Paint or Golden West Outside White, you are buying paint made according to U. S. Government specifications. You know you are getting paint that is of first quality in every respect.

Paints

You Can Sell These Paints to the U. S. Government

The United States Government through its Bureau of Standards has set specifications for making paint for governmental use. The outside white in both of these paints is made to conform with Government Specification No. 10b. They can be sold to the Government for its use. That is just another assurance of quality which you have when purchasing either of these paints.

GOLDEN WEST

100% PURE LEAD AND ZINC PAINT

Golden West is the result of years of scientific research. It is made absolutely pure chemically and made to fill the practical needs of master painters.

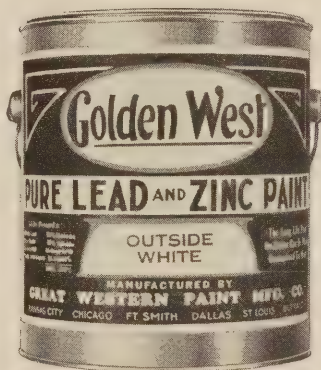
No better paint can be made than Golden West. It is not only 100% scientifically pure, but it contains only pure lead and pure zinc, combined with pure linseed oil, turpentine and dryer.

Golden West is the old standby of thousands upon thousands of Master Painters who have used it for many years and have come to know its reliability. You can't fail when you recommend Golden West.

Golden West is heavy in body and will stand liberal reduction. It covers well and spreads well. Gives a beautiful lasting finish which will make and keep customers for you.

Golden West is made according to specifications laid down by the Bureau of Standards of the Department of Commerce of the Federal Government. This governmental bureau with its marvelous facilities for testing every kind of product has put its O. K. on the formula under which we manufacture Golden West. This O. K. is a guide post for purchasers everywhere who wish to get the most paint for their dollar. You get real quality when you purchase Golden West and your judgment of paint value is backed up by the government at Washington.

Now here is a mighty good talking point for you. When you come into competition with highly advertised brands and your customers ask you what assurance they will have of durability and high quality, you can show them where this paint is made according



to governmental standards. That is a mighty strong recommendation. It will sell many a gallon of paint for you and make your customers better satisfied simply because they know this paint formula has the weight of authority behind it.

Golden West has wonderful covering powers. It will cover from 275 to 350 square feet two coats to the gallon, depending upon the surface to which it is applied, the person applying, method of thinning, etc.

There is a beauty and richness of tone in the finish obtained with Golden West which no so-called "cheap" paint can approach. It gives a house a colorful beauty which is a source of pride and satisfaction. Golden West colors are weatherproof and permanent.

Golden West made on this scientific, government-approved formula, dries to a firm, elastic and glossy finish which will not chip, peel nor flake off. It weathers slowly and gradually chalks after a number of years as a good paint should, leaving an ideal surface for repainting.

The price per gallon does not tell the cost of a paint. It is the way it covers and spreads, the way in which it holds up and resists the attack of sun, wind and rain for years, finally breaking down by means of chalking so that it is easily repainted with a minimum of labor.

25 Popular Shades

100—White	128—French Gray
102—Black	129—Ivory
103—Terra Cotta	130—Sky Blue
109—Peach Blow	132—Light Lead
110—Maroon	133—Light Olive
111—Light Chocolate	*135—Vermilion
113—Light Buff	136—Shutter Green
114—Dark Brown	**138—Dark Blue
119—Store Front Green	**144—Orange
120—Apple Green	
121—Pearl Gray	*25c extra per gallon.
122—Slate	**Stocked at K. C. and Chicago
126—Cream	only.
127—Colonial Yellow	

PRICES

In barrels, per gallon	\$2.60
In ½ barrels, per gallon	2.65
In 5-gallon kits, per gallon	2.70
In 1-gallon kits, per gallon	2.80

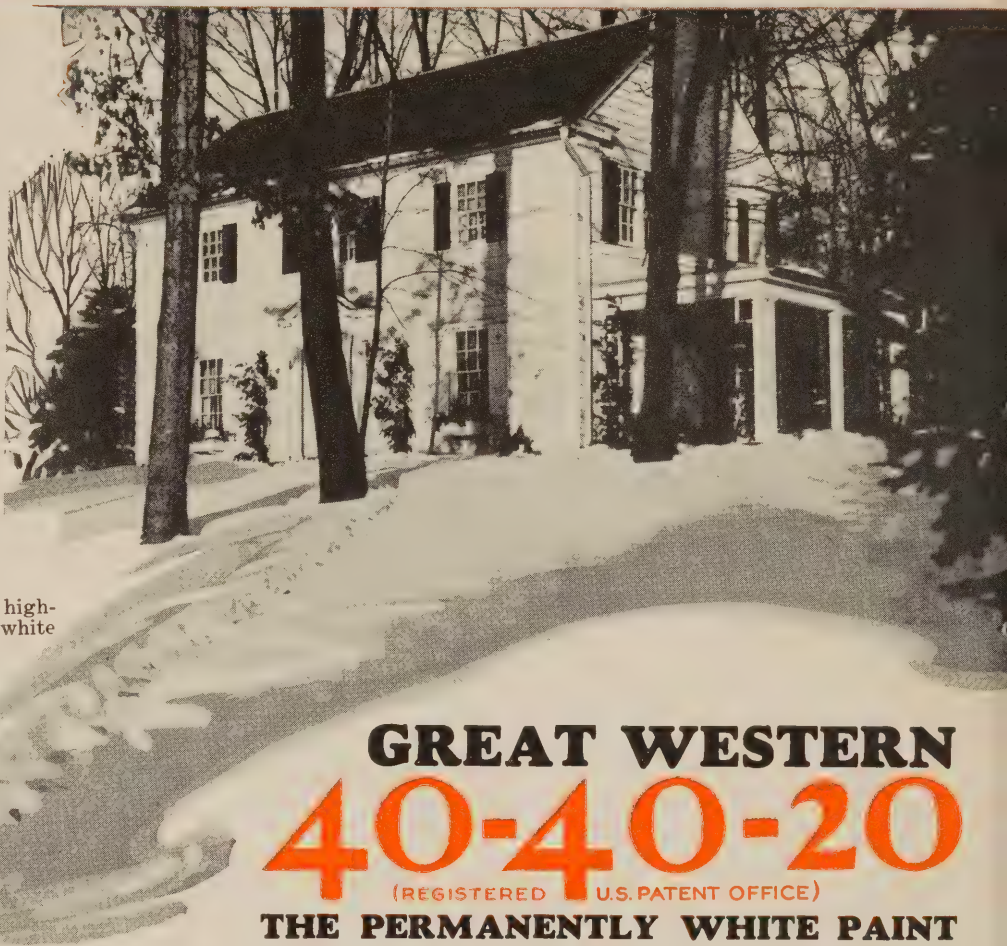
\$2.70
GAL. In
5 Gal. Kits

STAYS WHITE IN ANY CLIMATE

Great Western's 40-40-20 formula is the identical formula which was developed by the New Jersey Zinc Company following years of research. It is nationally advertised and nationally known.

One of its special contents is "Albalith," a super lithopone, which gives it an amazing brilliant white tone which stays white in any climate.

Depend upon 40-40-20 to deliver absolute satisfaction on every job where the highest quality lasting white finish is required.



GREAT WESTERN 40-40-20

(REGISTERED U.S. PATENT OFFICE)

THE PERMANENTLY WHITE PAINT

Save the surface and you save all! — Bud's Word

THIS super-white formula is released to reliable manufacturers only throughout the United States. Great Western is among the manufacturers thus favored.

But, although we have followed the New Jersey Zinc Company's formula exactly, you'll find our low direct selling prices far below the usual wholesale prices on 40-40-20 paint. Compare our price with those of any other manufacturer of 40-40-20. And we guarantee our paint to be the equal of any other line made by this same formula.

Exceptional Covering and Hiding Power

This high grade paint is accepted all over America as being a strictly first class product, developed by scientific research. Pure white in color, and stays white. Possesses an exceptional hiding and covering quality, and thus is practical and economical, a combination impossible to beat.

Made heavy in body, 40-40-20 will stand gallon for gallon reduction with pure linseed oil! The pure pigments are blended so faithfully that they produce an easy working,

bright, durable paint that positively resists premature chalking. 40-40-20 is as well exceptionally resistant to foul gases and alkali fumes, etc.

Not for Interior Use

This first quality white paint, is not, however, recommended for interior work. We suggest for interior jobs our Tuxedo Enamel line or DeLuxe Flat Wall Paint. The ready-to-spread 40-40-20 is made in the proper proportions for third-coat work. For priming coat, this paint should be thinned with raw linseed oil and turpentine only.

Great Western 40-40-20

LIQUID FORM No. 247

\$2³⁵
GAL.

Ready mixed. Ready to use. Will look good for years. Guaranteed to wear.

No. 247—5-gal. kits, gal. \$2.35

In 5 Gal. Kits

No. 247—1-gal. cans, gal. 2.45

Great Western 40-40-20

PASTE FORM No. 246

Easily reduced. One gallon makes two of ordinary paint. An economical way to buy paint. Wonderful results.

No. 246—5-gal. kits, gal. \$2.85

No. 246—1-gal. cans, gal. 2.95

\$2⁸⁵
GAL.

In 5 Gal. Kits



BEATS ALL COMPETITION

Now and then you will run up against a customer who has seen the advertisements of mail-order houses and similar outfits which sell "cheap" paints at "cheap" prices. Our Arrow Brand House Paint was made to meet this competition on its own ground—that of low price—and to come off victorious on the score of high quality.

Don't let the low price of this paint mislead you. We know such a low price will cause you to question its quality. Don't let it. This is a truly remarkable paint, and especially so when the price is considered. It is as good as a lot of paint that sells at from \$2.50 to \$3.00 per gallon.

Tell your customers about Arrow if they are considering buying a low-priced paint. You don't have to lose a single order on account of price with this item in your line. It is a value which cannot be duplicated elsewhere.

Many painters keep a stock of 15 or twenty gallons on hand at all times. In this way they can give immediate delivery and not lose any rush jobs to the local dealer. You can make a nice profit on every gallon of this paint which you sell, because of our low price to you.

Made in the following desirable colors:

PRICES

In 50-Gallon Bbls., per gal....\$1.40
In 30-Gallon Bbls., per gal.... 1.45
In 5-Gallon Kits, per gal.... 1.50
In 1-Gallon Cans, per gal.... 1.60

1 50
GAL.
In 5 Gal. Kits

500 White	522 Slate Color
502 Black	525 Bungalow Brown
503 Myrtle Green	526 Cream
508 Terra Cotta	527 Colonial Yellow
509 Rose Pink	528 French Gray
510 Maroon	529 Ivory
512 Tobacco Brown	530 Sky Blue
513 Light Buff	531 Red Oxide
520 Apple Green	532 Light Lead
521 Pearl Gray	536 Shutter Green

LOWEST MARKET PRICES

It is impossible to quote permanent prices on such products as linseed oil, turpentine, lead, and similar products, because of the great fluctuation in prices. Market prices change almost daily on these products. We try to keep our customers advised of current prices by mailing special bulletins and making enclosures in invoices. You will also find a market price page in the Paintcraft every month.



■ **Sava**

PURE WHITE

Savakote Does the Job

A few words to tell you how Savakote does the job. A short time back I had my first opportunity to use Savakote on a new house. It more than measured up to my expectations. I have found it a common practice of painters to mix paint according to their own ideas, regardless of the directions printed on the can, and I have known them to get in bad on that account. Savakote when properly mixed will spread as far and cover the best of any paint I ever used.

—F. D. Moore, Texas.

Savakote a Good Spreader

I am enclosing a double guarantee for you to sign and return. Your Savakote paint is the best spreading paint I have ever used. Hope to send you another order soon.

—J. M. Burchfiel, Oklahoma.

He Sticks to Savakote

Friend Fred: As I want to boost for Savakote, I thought I would write and tell you we have some of the best jobs in this part of the country. The reason I stick to Savakote is that it sticks where I put it and shows up for what it is. It has got us more painting than any paint we ever used.

I am looking forward to meeting the bunch at the next convention. My pard is still talking about the last convention.

—D. O. Taylor, Clinton, Indiana.

Titanium Oxide Base

Savakote is an extra-heavy, smooth, white semi-paste paint. The base is composed of a combination of pure ingredients which go to make one of the finest of paints. Savakote contains a large percentage of titanium oxide intermixed with zinc oxide. Titanium Oxide is rapidly coming to the front as a paint pigment because of its intense whiteness and covering power—much better than lead in this respect. It is combined with the zinc oxide to harden the film and make it more durable.

Another fine thing about Savakote, is that it is non-poisonous. You do not have to worry about lead poisoning when painting with Savakote. It conserves your health. Savakote resists corrosive gasses, alkali, and chemical fumes and retains its pure white color under the most adverse atmospheric conditions.

SAVAKOTE - SUPREME IN



kote

SEMI-PASTE

Goes on White—Stays White

Its formula assures exceptional lasting qualities. Savakote goes on white and stays white. Titanium Oxide is the most neutral of the pigments, hence its resistance to chemical action.

May Be Used Inside or Outside

Savakote may be used either on interiors or exteriors simply by varying the vehicle with which you mix it. May be mixed with turpentine, pine-oil-tine or flattening oil for inside use. Mixed with varnish it gives an enamel-like interior paint which is very satisfactory. Pure linseed oil should be used when painting on outside work. Most of the Savakote is used on the outside and it certainly gives a beautiful job of work.

If you wish you can tint it to any desired shade by simply mixing in our colors in oil.

You can do a better one-coat job with Savakote than with ordinary paints, due to its wonderful covering power.

Prices

In 5-gallon kits, per gallon\$3.40
In 1 gallons, per gallon 3.50

WHITENESS and DURABILITY

Likes Savakote Fine

I have been applying some of your Savakote paint, and I must say that it is an extraordinary good paint, both in quality and appearance. Although this is a one-coat job I am doing, it has the appearance of two coats. I am sending a list of prospective buyers for you to circularize.

—H. W. Andrews, Iowa.

Sold on Savakote

I am sure sold on Savakote and if you will notice on my orders, that seems to be the only paint I can sell around here. I am now painting a job for a man who ordered his paint from an agent and believe me, rotten is the right name for it. I have painted for 27 years and don't believe I have stuck a brush in as poor a paint. I sure would quit painting if I had to use that kind, but thank goodness I don't have to. Not as long as Great Western is making such good paint. It sure is a pleasure to do a job with Savakote.

—Thomas F. Parker & Son, Missouri.



GOLDEN CROWN

White Lead & Zinc

FORMULA

GUARANTEED TO BE CORRECT

	Pigment	Liquid
Pure White Lead	80%	
Best Oxide of Zinc	20%	
Linseed Oil	100%	100%

The King of Paste Paints

THE PERFECT WHITE LEAD

Every practical painter has become educated to the fact that a combination of two or three pigments, consisting in the main of lead and zinc, is far superior to a paint made of any one pigment.

The only basis for argument lies in establishing just what is the proper percentage of each pigment that should be used in the formula. This question has been settled to the satisfaction of every unprejudiced painter by the tests conducted during the past five years by the United States Society for Chemical Research, and several other public institutions.

Better Than Lead In Oil

These tests, made in various climates, prove that a paint composed of the proper proportions of lead and zinc is the ideal paint and far surpasses any paint made of lead or zinc alone. Golden Crown is made entirely of pure lead and zinc.

Get The Facts

Golden Crown lead will not settle hard in the bottom of the container. It covers greater surface than other leads, and has greater hiding power. Will make more paint to the 100-lb. keg than other leads.

The Perfect White Lead

We believe that it is the aim and purpose of every reliable maker of paints to produce a paint that he believes to be the most perfect lead or paint. It is only by making such a satisfactory article that he can hope to build up a reputation for his products. There are many so-called "cheap" paints on the market, but when you buy Golden

Crown you get a paint which will give lasting satisfaction to your customers. They will come to you when it is time to repaint.

A Quality Paint

Golden Crown White Lead and Zinc is a high quality paint which is readily reduced by the addition of linseed oil.

Golden Crown Paste White Lead No. 152

The paste form is preferred by many painters. Golden Crown is the best white lead paste obtainable.

Golden Crown comes to you direct from the grinding mills. It is readily broken up into paint without the laborious mixing which so often attends the breaking up of old lead which has been allowed to settle hard in the bottom of the cans. Golden Crown is the ideal lead. It will give you a paint job which has longer life than the older forms of lead as it protects the linseed oil film from disintegration.

Golden Crown Soft Paste White Lead No. 295

The initial softening or breaking up of lead in oil when you use Golden Crown Soft Paste, is eliminated. It comes to you all ready for the final thinning. A hundred pounds of it can actually be thinned into paint in six or seven minutes at the outside, a rate of one gallon of paint per minute.

For the painter who wishes to mix his own paints, this is the logical lead to use. Not only do you save money through saving time, but you get a product which will make a longer lasting paint. Paint made with this lead will hold its gloss and resist chalking longer than ordinary lead paints.

Prices subject to market changes. See our monthly market price list for quotations.



Here is a product from which you can produce paint equal to most brands selling from \$3.00 to \$3.50 per gallon. Compounded in the proper proportions to give a lasting paint job. While this is not a strictly pure lead and zinc white lead, it has been found to give entire satisfaction.

It is very white and makes a paint which covers well. We recommend it for all except the very best work. Our low price on this product enables you to purchase it and thin it out to make a very economical paint.

Columbia White Lead is easily broken up. It comes to you fresh from the factory and is not settled hard in the can as is so often the case with white lead purchased locally.

COLUMBIA PAINTER'S WHITE LEAD No. 154

Prices:

	500-lb. Lots per cwt.	Less Quantity, per cwt.
In 100 -lb. Kegs	\$10.00	\$10.50
In 50 -lb. Kegs	10.50	11.00
In 25 -lb. Kegs	10.75	11.25
In 12½-lb. Kegs	11.00	11.50

Great Western Interior Semi-Paste No. X-279

This semi-paste paint is made up for painters' use in preparing their own flat wall finishes, eggshell, and gloss wall finishes, stippling paints, and Tiffany effects.

For Flat Finish: Reduce one gallon of Interior Semi-Paste with 3 quarts of substitute turpentine or our Pine-ol-Tine.

For Eggshell Finish: Reduce 1 gallon of Interior Semi-Paste with 2 pints of Boiled Linseed Oil and five pints of Pine-ol-Tine.

For Gloss Finish: Reduce 1 gallon of Interior Semi-Paste with 3 quarts of Boiled Linseed Oil and 1 quart of Pine-ol-Tine.

For Heavy Stipple: To 1 gallon of Interior Semi-Paste add ½ gallon of Asbestine and thin to desired consistency with Pine-ol-Tine.

You will find that this semi-paste is a good paint to have on hand in case of emergencies as you can do so many jobs with it. Simply vary the method of

reducing and you get the different effects.

Great Western Interior Semi-Paste is a paint made along the most scientific lines. It will do certain types of painting work to perfection. While it is no better than Savakote for most inside uses, you will find that for stipple work that this Interior Semi-Paste has no equal. It was especially made to do stippling work and will give excellent results in this type of work.

It is a good idea to try out a gallon of this paint and see how many different things you can do with it. While we recommend our DeLuxe Flat Wall paint and other specially mixed interior paints for the various purposes, you will find this general purpose paint comes in mighty handy in a pinch as it can be put to so many different uses.

Prices:

In 1-Gallon Cans, per gallon.....	\$2.80
In 5-Gallon Cans, per gallon.....	2.70

\$2.70
GAL.
IN 5 GAL. CANS

GREAT WESTERN IS THE PAINTER'S COMPANY

The Great Western Plan was devised and put into effect for the benefit of the master painters of America. Great Western sells to painters only and it is the idea of the Great Western Plan to enable the painter to make a profit on the sale of paint to his customers.

The painter is the man who knows most about paint and its application and therefore is the logical man to sell paint and make a profit on it. Take the profit which is due you. Sell only at retail prices and not at the prices quoted in this catalog. Retail price lists will be sent you upon request.

OIL CONTAINERS

We always charge for containers for linseed oil, carbola, etc. Do not ask us to furnish them free. These cans are sold to you at cost price and we cannot take them back.

Net Price

Each

10-gallon Jacket cans.....	\$0.95
5-gallon Jacket cans.....	.55
3-gallon Jacket cans.....	.50
2-gallon Jacket cans.....	.40
1-gallon Jacket cans.....	.30
1-gallon Square cans.....	.20
5-gallon Square Boxed Can, one to a case.....	.75
5-gallon Square Boxed Can, two to a case.....	1.15

GREAT WESTERN FLATTING OIL No. A51

Here is a wonderful flattening oil, a product which produces the desired results. Equal to any flattening oil on the market. Just the thing for inside flat effects. Better than turpentine as it gives a better finish and at the same time binds the pigment particles together so that the paint is more readily washable than if straight turpentine were used. More velvety to the eye and more washable. Gives a hard surface which is not easily soiled.

In 1-Gallon Cans, per gallon.....	\$1.25
In 5-Gallon Cans, per gallon.....	1.15

DEL MONTE

SHINGLE STAIN

Made of Pure
Linseed Oil and
Creosote Oil

Chemically Pure Colors

DEL MONTE CREOSOTE SHINGLE STAIN

is one of our leading specialties. It is the result of 40 years of experience in the manufacture of paints and we absolutely guarantee it to be a perfect stain.

It is made of pure linseed oil and creosote oil, and other pure ingredients.

The tinting colors are all chemically pure colors.

Our stain will not fade, will not turn white after a rain; contains no gloss oil.

It is a waste of time and money to use a cheap rosin oil stain such as is generally sold.

CREOSOTE SHINGLE STAIN

Made in the following colors:

No. 201 Light Gray	No. 212 Bungalow Brown
No. 202 Red Oxide	
No. 203 Tobacco Brown	No. 213 Moss Green
No. 205 Grass Green	No. 214 Dark Green
No. 209 Maroon	No. 216 Slate

PRICE LIST

REDS, BROWNS AND GREENS

In bbls.	\$0.90
In 5-gal. cans	1.00
In 1-gal. cans	1.10
GRAYS AND SPECIAL COLORS 25c MORE PER GALLON	

All Prices in This Catalog are Net. No Discount Allowed.



This shingle stain is an economical preservative, which gives a beautiful finish. For use on shingle roofs it is more suitable than paint.





Neverleak ASBESTOS ROOF COATING

Great Western "Never-Leak" is not a roof paint—but more—it is a heavy grade of genuine asbestos roofing coating! Contains pure asbestos and waterproofing gums. But note our usual low direct selling prices are even lower than prices quoted by others on products of similar nature, but lower in quality.

Fire-Proof * Weather-Proof * Rust-Proof * Acid-Proof

Neverleak is a product composed largely of asphaltum intermixed with long asbestos fibres which hold it together and make a fire-proof coating which resists sun, rain and weather. Will not run in summer nor crack in cold weather.

Just the thing to protect old roofs from the rain. Keeps out the moisture and makes a roof which looks fine.

Neverleak Liquid Roof Coating

The liquid form is made for roofing. Easily applied with a roofing brush. Dries to a thick, tough blanket which keeps out the weather and rain. Fireproof, weatherproof and waterproof. Remains self-adjusting under the top surface, giving it the ability to expand

or contract with the weather. In addition to having greater protection value than tar or pitch, it also is fire-resisting, and therefore much more desirable. Made in black, red and green. The black is the most economical and satisfactory. Not recommended for use on shingle roofs made of wooden shingles because of difficulty in applying over warped shingles and because these old shingles absorb the oils from the roof coating. Especially good for metal, tar paper, composition roofs and other roofs of a similar nature.

Neverleak Plastic Cement

A heavy form of roof cement for applying with a trowel around chimney flashings, guttering, repairing large holes in roofs, etc. Especially for use along with the Liquid Roof Coating for patching work.

ROOFING BRUSH FREE WITH ORDERS FOR 1-2 BBL. OR MORE

Never-Leak Liquid Roof Coating

(Apply with Brush)

57c

Gal. (Black)
in 50-Gal. Bbls.

	No. 851	No. 852	No. 853
	Black	Red	Green
Barrels . . .	\$0.57	\$1.30	\$1.40
½-Barrels . .	.65	1.40	1.50
5-Gallons . .	.72	1.50	1.60
1-Gallon can	.83	1.60	1.70

Never-Leak Plastic Roof Cement

No. 854 Black Only

(Apply with Trowel)

Barrels, per lb.	\$0.06
½-Barrels, per lb.06½
100-lb. Kegs, per lb.07
10-lb. Kegs, per lb.08

.06

Per lb. in
barrels

NEVER-LEAK ROOF CONDITIONER No. 0-64

An oil primer for use on tar paper and composition roofs which are very dry or brittle. It conditions them to receive the roof coating so that it goes on better

and lasts longer as this primer prevents the dry paper, etc., from absorbing the oils from the roof coating. Not necessary to use when applying over metal roofs.

In 1-Gallon Cans, per gallon. . \$0.65

In 5-Gallon Cans, per gallon. . \$0.55

In Barrels, per gallon. . . \$0.45

SPECIAL ROOF PAINTS

MOSS GREEN ROOF PAINT

We have added a little to the price of this product and have made a great improvement in its formula. This is not a stain, but a high-grade paint made in our own factory. It is having great success where a roof paint is wanted. Produces a neat effect on roofs, especially when used on white buildings.

This paint will give a brighter and more solid color than shingle stain, and is valued on that account by many people. It has good covering capacity and will make the shingles last much longer than when left exposed to the elements.

\$1.45 in Bbls.	No. 267—Moss Green Roof Paint	
	In bbls., per gallon.....	\$1.45
	In 5-gal. cans, per gallon.....	1.55
	In 1-gal. cans, per gallon.....	1.65

METAL ROOF PAINT

BLACK ONLY

A durable and elastic paint. Dries in 24 to 36 hours. Brushes well, even in cold weather. Covers about 300 square feet on good metal roofs. Free from acids which are often present in cheap paints. A good paint for metal roofs, metal siding, gutters, galvanized iron, iron fences, grill work. A good paint for water tanks and windmills. Comes in black only.

Many factories and mills with metal roofs will be found to need lots of this paint. Here is a profitable field for you to sell this paint.

No. 8411—Black Metal Roof Paint

50-gal. bbls., per gallon.....	\$0.85
½-bbls., per gallon.....	.95
5-gallon steel kits	1.05
1-gallon cans, per gallon	1.15

ALL CATALOG PRICES NET--NO DISCOUNT

BATAVIA

INTERIOR FLOOR ENAMEL

THE LIQUID FLOOR COVERING

Here is a floor paint for inside use that is built to stand up under hard wear. It is a regular wear-resister against heel marks and scratches. It will withstand frequent washings and scrubbing, and give exceptionally long wear and faithful service.

A high-grade varnish is used as a base in this enamel and it is made thin in body to prevent rubbing up or showing heel marks.

It brushes out well and has great covering power. Dries quickly and with a brilliant gloss. Apply in the evening and it is ready to walk over the next morning.

Made in a number of attractive shades. This paint will protect soft wood floors and make them beautiful. Prevents splintering of soft floors which are subject to frequent washings. Durable and sanitary.

COLORS:

No. 175—Olive Drab
No. 177—Slate
No. 179—Yellow
No. 183—Light Drab

No. 176—Maroon
No. 178—Light Lead
No. 182—Dark Tan
No. 185—Tan

PRICES:

In 5-Gal. Kits, per gallon.....	\$2.10
In 1-Gal. Cans, per gallon.....	2.20
In Quarts, each65

\$2.10
GAL.
IN 5 GAL.
KITS

For

Kitchens
Hall Stairs
Bed Rooms
Offices
Hospitals
Schools
Theatres
Hotels
Stores



GREAT WESTERN *Arma-flor*

"The Magic Liquid Covering for Floors"

Armaflor is applied with a brush like common paint. It gives the floor a linoleum finish that is waterproof, oilproof and greaseproof. Ideal for use on cement floors. Recommended for porches, bathrooms, basements, offices, hospitals, filling stations, kitchens, halls, garages, schools and factories. May be used either inside or outside,

on concrete or wood floors. Dries to a beautiful finish.

Armaflor dries overnight ready to walk on. It is very durable, and withstands the attacks of sun and rain, as well as wear from traffic.

Made in these colors:

677—Slate	685—Tan
679—Yellow	688—French Gray
683—Light Drab	681—Green
676—Maroon	689—Brown
678—Light Lead	687—Stone
682—Dark Tan	686—Buff

Prices:

In 5-Gallon Kits, per gallon.....	\$2.65
In 1-Gallon Cans, per gallon.....	2.75
In Quarts, each80

BATAVIA PORCH FLOOR PAINT

This paint is given more hard use and abuse than any other. Our Porch Floor Paint is made to stand rough treatment. Waterproof and weatherproof.

Rain, snow, sleet or sun do not affect its film. It stands up under both the hard traffic and constant outdoor exposure. It will not dry as quickly as inside floor paint does, as it does not contain the same amount of drier. Made in the following colors:

No. 577—Slate	No. 585—Tan
No. 579—Yellow	No. 581—Green
No. 583—Light Drab	No. 586—Buff
No. 576—Maroon	No. 587—Stone
No. 578—Light Lead	No. 589—Brown
No. 582—Dark Tan	No. 588—French Gray

PRICES:

In 1-Gallon Cans, per gallon.....	\$2.75
In Quart Cans, per quart.....	.80

GREAT WESTERN PRIMING OIL

No. A-65

This is a reinforcing oil composed of drier and oil in such proportions and so treated that when added to paint alone or in combination with linseed oil, it causes paint to set and harden faster and also helps to waterproof film. This is done in a different manner than when driers are added. There is no burning up action. Sufficiently light in color to use in light-colored paints.

In 5-Gallon Cans, per gallon.....	\$1.50
In 1-Gallon Cans, per gallon.....	1.60
Quart55

GREAT WESTERN FLOOR SEAL

No. A-66

This water-resisting varnish-oil is fine for sealing wood floors. Brushed on like ordinary varnish. Penetrates the wood and makes it resistant to wear. Does not discolor the floor, nor collect or hold the dirt. Moisture resisting. It is designed to harden and seal wood floors rather than to produce a varnished finish. The varnish coating of floor seal soon wears off, but it leaves the floor hard and wear-resisting. Fine for gymnasiums, schools, stores, etc. Better than floor oils.

In 5-Gallon Cans, per gallon.....	\$1.65
In 1-Gallon Cans, per gallon.....	1.75
Quart60

FARM



MANHATTAN BARN & ROOF PAINT

Manhattan Barn Paint was formulated with the idea in mind of making as good a barn paint as could be purchased anywhere. It was not made to meet a price. For that reason, painters who use it are enthusiastic in their praises of this product.

This paint will give the same satisfactory service on your barn that Golden West or Hughes Favorite Formula will give on your house. No higher grade can be produced. After a man spends thousands of dollars on barns and farm buildings, it is false economy to try to protect them with cheap paint.

Here is a superior paint for all farm purposes. Recommended for wood, metal or composition roofs. Works fine on galvanized roofs or metal siding. The principal pigment of our brown and red Manhattan is pure, imported Spanish Red Oxide of Iron. This is the best preservative pigment obtainable. It holds its color through years of exposure to the wind and weather. We use only the very best grades imported from Spain.

GUARANTEED

Both Manhattan and Graphite carry our famous Great Western guarantee of satisfaction. You run no risk when you apply this paint as we stand back of every gallon of it. It comes ready to apply. Heavy bodied.

This paint spreads and covers well, and is one of the best wood preservers known. You can unhesitatingly recommend this grade of barn paint and be sure that it will hold up for many years and still be bright. A good range of desirable colors is offered for your choice.

Manhattan Barn Paint is freshly made in our factories, and because of our rapid stock turn-over, is shipped as it comes from the mill. It is not settled hard in the can like the paints the dealers carry on their shelves from year to year. Specify Manhattan and be sure of quality.

RED OXIDE

\$ 1 65
GALLON
IN 5's

1 Gal. - \$1.75
Bbls. - \$1.55

NET WHOLESALE DIRECT PRICES

	Barrel, Per Gal.	5-Gal. Kit, Per Gal.	1-Gal., Per Gal.
160—Light Red Oxide	\$1.55	\$1.65	\$1.75
166—Dark Red	1.55	1.65	1.75
168—Light Gray	2.05	2.15	2.25
163—Light Yellow or Cream	2.05	2.15	2.25
164—Slate Color	2.05	2.15	2.25
161—Pure Graphite	2.05	2.15	2.25
165—Yellow Oxide	2.05	2.15	2.25
167—Green	2.05	2.15	2.25
169—White	2.05	2.15	2.25
192—Brown	2.05	2.15	2.25

Not put up in less than one-gallon cans.

PAINTS



and Winter

Graphite BARN PAINT

THE OUTSTANDING LOW-PRICED BARN PAINT

Graphite Iron-Clad Barn Paint stands unequalled at the price. It carries our guarantee and is recommended by us as the biggest value in a low-priced barn paint on the market today. It is mixed and ground fresh daily in our modern mills and shipped direct from the factory to the painter.

Graphite Barn Paint was built to meet every kind of competition and come up smiling. It is a big business builder and ranks high in quality. We formulated this paint to give the utmost in value. It is made of materials which cost us less to buy, but which are nevertheless most durable and satisfactory for barn paint. We could not use these materials in our high grade house paints because they are not white in color, but for barn paint they cannot be equalled.

Take the Graphite Barn Paint in the red oxide color. Its principal ingredient is pure imported Spanish Red Oxide of Iron, which is perhaps the best preservative

pigment and one which will hold its color.

Graphite Barn Paint goes on bright and stays bright. It withstands the weather and will wear well under the most severe tests. Painters recommend it highly for many classes of work. One painter wrote he wasn't expecting anything half so good. He ordered it simply because his customer wanted a cheap job, but he found when it arrived that it had real durability built right into it.

It is a product which you can expect to give you real service. It is heavy in body and will stand liberal reduction. That is what a farmer likes to see, a paint which is not as thin as water as so many so-called "cheap" paints are. You can satisfy the farm trade and make a profit for yourself in the face of the strongest mail-order competition, if you offer them Graphite.

Our large volume production enables us to offer you this paint at the remarkably low prices quoted below.

GRAPHITE NET WHOLESALE PRICES

	Barrel,	5-Gal. Kit,	1-Gal.,
	per gal.	per gal.	per gal.
No. 260—Red Oxide	\$1.10	\$1.20	\$1.30
No. 266—Dark Red	1.10	1.20	1.30
No. 292—Brown	1.10	1.20	1.30
No. 268—Light Lead	1.30	1.40	1.50
No. 264—Slate	1.30	1.40	1.50
No. 267—Moss Green	1.45	1.55	1.65

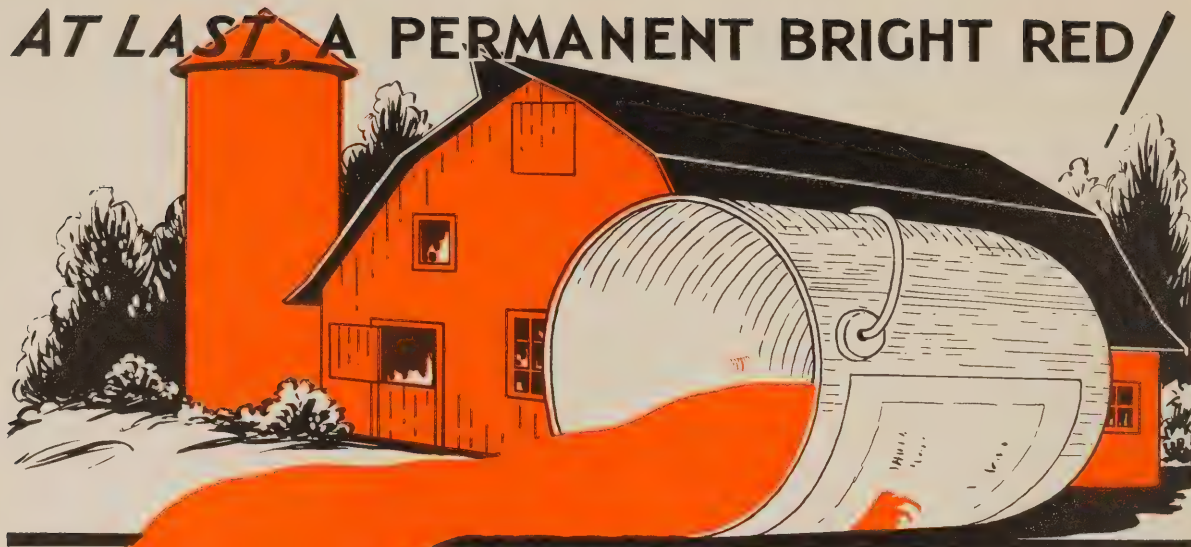
Not Put Up In Less Than 1 Gallon Cans.

Red and Brown

\$ **1 20**
GAL.

In 5 Gal. Kits

AT LAST, A PERMANENT BRIGHT RED



RED-HEIFER CRIMSON BARN PAINT

**GOES
ON
RED**

**STAYS
RED**

!

A Profit Maker

Painters, here is a big source of profit for you. This barn paint was developed by Great Western and is your exclusive product. It cannot be bought through stores. When you get one or two barns in your community painted with this paint, other farmers will want their barns the same beautiful color. When they go to buy the paint they will find they can get it only through a Kangaroo painter.

After several years of exhaustive research and testing, our laboratory has finally perfected a bright red paint which will remain red permanently. Heretofore, red barn paints were made on a base composed largely of Spanish Red Oxide, and while this made a mighty good paint, it was dull and more of a brown than a red in color. Such paints as were offered as being bright red were not permanent, but had a tendency to fade when exposed to the bright sunlight.

This new barn paint has been tested thoroughly, and it overcomes these objections. It is just the paint you have long been wanting. It is composed of a special blend of pigments ground in pure linseed oil.

This paint has been specially formulated to withstand the attacks of the ultra-violet rays of the sun without fading or losing its brilliance. It is red when it goes on, and it stays red, a real bright red which will make any farm look like a million dollars.

You will find a ready market for this paint among farmers who take a special pride in their buildings. It is easy to spread and carries our full guarantee. May be used on barns, store fronts, sheds, gasoline tanks or other places where a brilliant red paint is desired.

\$1 80
GAL.

IN 5 GAL. KITS

PRICES

In Gallon Cans, per gallon.....\$1.90
In 5-Gallon Kits, per gallon..... 1.80
In Barrels, per gallon..... 1.70

All Prices Net



Milk Can and Tub Enamel Farm Implement Paint

Well-painted and attractive Milk Cans, Ice Cream Tubs, and similar containers, look clean and sanitary, and are a good advertisement for the owner. This enamel is especially adapted to that use. Very resistant to unfavorable weather conditions, salt water, and the many hazards to which such a paint is exposed.

This paint answers many purposes. It lengthens the life of the can, makes old and rusty cans look better than new, and gives an individual color which makes it easy to distinguish the cans of one company from the cans of some other company. The color you use also makes a good trade-mark.

This paint has a high gloss, dries quickly, and is not affected by water, salt or acid.

This paint is made for use on farm wagons, implements and tools, carts, mowing machines, combines, plows, and the many different machines which the farmer uses represent quite an outlay of money. If they are left to the prey of the elements, they soon rust out and must be replaced. No paint is cheaper than this Implement Paint because it saves so much more than it costs.

It is mixed with varnish and gives a finished appearance with one coat. Easily applied, and inexpensive as well as durable. Every farmer is a good prospect for this paint and should be a repeat prospect for you quite often.

Price List

	5 Gals.	1 Gal.
No. X344—White, per gal.	\$2.65	\$2.75
No. X342—Blue, per gallon	2.65	2.75
No. X343—Green, per gallon	2.50	2.60
No. X340—Red, per gallon	2.65	2.75
No. X341—Yellow, per gallon	2.65	2.75

Price List

	Gal.	Qts.	Pts.
No. 220—Black	\$2.25	\$0.65	\$0.35
No. 223—Green	2.35	.70	.40
No. 224—Yellow	2.75	.80	.50
No. 225—Dark Blue	2.75	.80	.50
No. 226—Carmine Red	3.00	.85	.50

ALL CATALOG PRICES NET — NO DISCOUNT

FARM SILO PAINTS

The following Great Western Paints are especially adapted for use on Farm Silos, where they will give the maximum resistance to the action of acids and gasses. Weather-resisting, they will last for years and give real service. You will find a variety of colors in this list, as well as a range of prices. The aluminum paint is fine for silos, where a real protective coating is desired. It makes a wonderful appearance,

too. The other paints are also fine for use on silos.

	Bbl.	5 Gal.
No. 260—Red Oxide	\$1.10	\$1.20
No. 261—Black	1.20	1.30
No. 292—Brown	1.10	1.20
No. 268—Light Gray	1.40	1.50
No. 264—Dark Gray or Slate	1.40	1.50
No. 174—Aluminum	3.05	3.15



INDUSTRIAL PAINTS



THIS year we are enlarging the Great Western line of industrial products to meet the requirements of painters who do industrial painting. Here is a field which more Kangaroos might profitably enter. Selling paint to industrial concerns and municipalities has many opportunities for larger profits than might be obtained otherwise.

No community is too small to have use for some of these products. Look around you and take note of the many places where you could sell and use these paints. I. W. Schnathorst has built up a good business selling and applying paint to public buildings and governmental works.

He is often called quite a ways from his home town to work on jobs which his estimates get

for him. He paints bridges, schoolhouses, etc., and is making good money doing it.

Not all of the products which may be used in industrial plants or in connection with governmental works are listed in this section. Your judgment as a painter will tell you when Neverleak or Hughes Favorite Formula or some other product should be specified. However, most of the products of a strictly industrial nature will be found under this listing.

You will find that industrial concerns are big users of paint. They have large investments in their factories and cannot afford to let them go unprotected from the elements and from the deteriorating effects of chemical fumes and gases. Great Western industrial paints are carefully formulated to give the maximum service and protection on each of the various types of work for which they were intended.

BOILER AND STACK PAINT

Boiler fronts and metal smoke stacks present a difficult problem for the painter. Ordinary paints will not stand the intense heat and the exposure to great variations in temperature to which they are subject on such work. To meet these conditions, we have made our Boiler and Stack paint. It is a quick-drying gloss black. It bakes on and is very durable.

No. 8411—Barrels, per gallon	\$0.75
No. 8411—5-gallon cans, per gallon95
No. 8411—1-gallon cans, per gallon	1.05

Blackboard Slating No. 197

Guaranteed to produce satisfactory results on either wood or plaster.

Gallons	\$2.15
Quarts65
Pints40
½-Pints25

BOILER and FURNACE SETTING and PATCHING CEMENT

Just the product you need for setting and patching boilers and furnaces. Heat resisting. Easily applied.

100-lb. kegs, per lb.	\$0.07
10-lb. cans, per lb.08

Steam Radiator and Pipe Enamel

A heat-resisting enamel which aids radiation. Very durable.

	Gal.	Qts.
Gray	\$2.50	\$0.70
Red	2.50	.70
Aluminum	3.00	.80

Hydrant and Lampost Enamel

An enamel made to protect iron and steel surfaces, and to give sufficient visibility to be easily found in case of emergency. Orange and red are recommended for fire-plugs.

The red or the black are suitable for lamp posts. Made in three colors: Orange, Red and Black.
Per Gallon in barrels... \$2.55
Per Gallon in 5-gal kits. 2.65
Per Gallon in gallon cans 2.75

Park Bench Paint

This paint is rapid drying and may be used on either wooden or iron benches. Withstands extreme weather conditions. Very durable. Will not rub off on the clothing when dry. Made in Black and Green.

In Barrels, per gallon ...	\$2.05
In 5-gal. Kits, per gallon	2.15
In gallons, per gallon ...	2.25

Street Marking Paint

This paint is very tough and durable. It takes a good hold on the surface to which it is applied and dries rapidly enough to be run over in a few hours. It will stand wear and traffic, and remain visible for a long time.

	5 Gal.	1 Gal.
No. 592—White, per gal.	\$1.75	\$1.85
No. X192—Orange, per gal.	1.90	2.00
No. X193—Black, per gal.	1.55	1.65

Meter and Pipe Enamel

A good enamel for use on metal surfaces. Primarily for interior use. Will not chip nor crack. Forms a smooth surface. Resists moisture. Made in red and black.

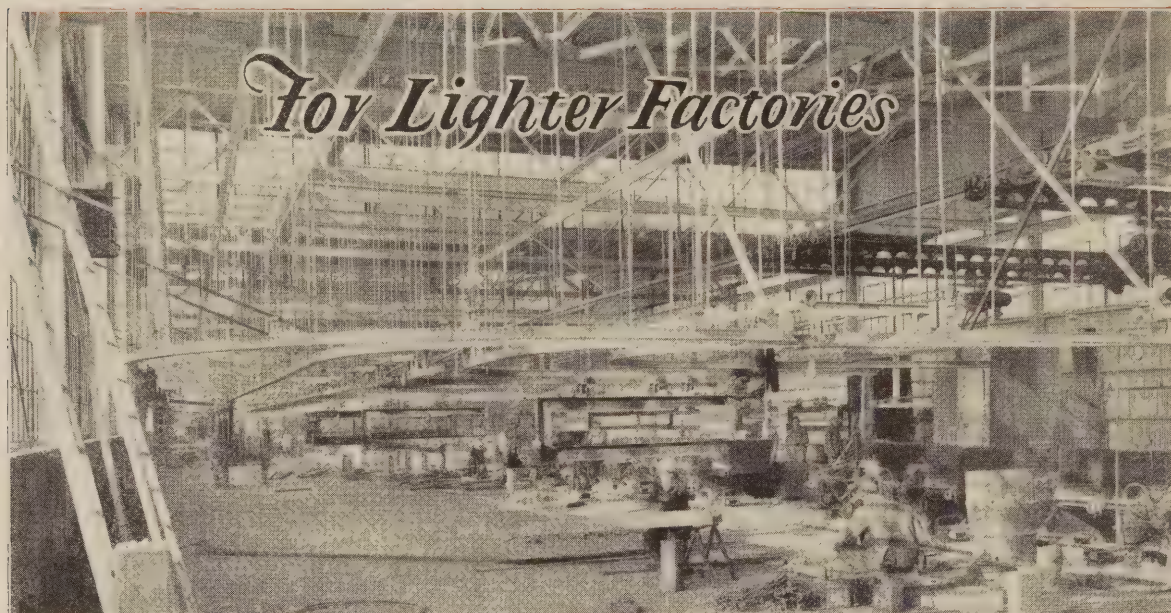
In barrels, per gallon	\$2.55
In 5-gallon kits, per gallon	2.65
In 1-gallon cans, per gallon	2.75

SASH BLACK

A linseed oil black paint made under our own special formula. Very durable. Not the ordinary gloss oil base sash black, but a very superior product.

No. X100—Gallons	\$2.15
No. X100—Quarts65





MAZDA MILL WHITE

Recommended for all interiors, but especially for walls and ceilings where improved light conditions are required. Practically turns night into day. Fills the darkest of rooms with daylight. Promotes efficiency among employees of industrial concerns. Flows freely from the brush, covers well, and dries with a hard smooth finish. A great aid to sanitation and cleanliness. Fine for interiors of dairy barns. May be washed down repeatedly. We are adding the semi-gloss to this brand of paint this year. Your own good painting judgment will tell you which of the three varieties to use.

Mazda Flat White

Barrels, per gallon	\$1.80
5-gallon cans, per gallon	1.90
Gallons	2.00

Mazda Semi-Gloss White

Barrels, per gallon	\$2.20
5-gallon cans, per gallon	2.30
Gallons	2.40

Mazda Gloss White

Barrels, per gallon	\$2.70
5-gallon cans, per gallon	2.80
Gallons	2.90

LAUNDRY WHITE

Made especially to resist constant steam and dampness. Protects the surface to which it is applied, and gives lasting service. Makes dark interiors bright.

5 Gallons, per gallon	\$1.90
Gallons	2.00

BAKERY ENAMEL No. 650

A white enamel made especially to withstand the heat and fumes of the modern bakery. A dense, pure white enamel of good quality. Readily washable. Sanitary.

5 Gallons, per gallon	\$3.15
Gallons	3.25

GREAT WESTERN ALUMINUM PAINT

Different from ordinary paint. The base of aluminum is made by stamping pure aluminum into small flat flakes which, when mixed with the right oils and varnishes, leaf together and overlap one another to form a perfect protecting coat.

It is waterproof, non-rusting and durable. Extremely great hiding power. Often one coat will completely hide a black surface.

Interior Aluminum Paint No. 188

Fine for industrial use. Increases visibility throughout dark rooms. One coat will hide any color even black. No bleeding through of stains. May be washed down almost like tile.

5 gallons, per gallon	\$2.90
Gallons	3.00
Quarts90
Pints60

Exterior Aluminum Paint No. 174

An excellent protection for metal surfaces, such as tanks, structural steel, windmills, electric power stations, watertowers, etc. Makes an excellent priming coat for wood.

5 gallons, per gallon	\$3.15
Gallons	3.25
Quarts	1.00
Pints75

GREAT WESTERN COLD WATER FACTORY WHITE

Fire-resisting. Snow white. Comes in powder form ready to mix with water and apply. Very popular for painting factory interiors. High light reflection values. An economical interior finish for use where frequent washings are not necessary.

No. 7500—White, in bbls., per pound	\$0.05
No. 7500—White, in 100-lb. kegs, per lb.06
No. 7500—White, in less amounts, per lb.08



Manhattan Structural Steel Paint

This paint is manufactured especially for painting structural steel buildings, bridges and other classes of steel work. It is a high-grade paint composed of durable materials and will give absolute protection to metal surfaces.

The cost of repainting such steel surfaces and especially steel bridges is so great that you cannot afford to use anything but the highest quality. Manhattan is moisture-proof and thus keeps the iron, which it protects from rusting.

	Bbls.	5-Gal.	Gal.
No. 171—Red Lead, per gal.....	\$3.55	\$3.65	\$3.75
No. X10—Blue Lead, per gal.....	2.80	2.90	3.00
No. 161—Graphite, per gal.	1.55	1.65	1.75
No. 174—Aluminum, per gal.....	3.05	3.15	3.25
No. 160—Red Oxide, per gal.....	1.55	1.65	1.75
No. 170—Bronze Green	1.50	1.60	1.70

Commercial Truck Paint

Trucks and business vehicles are subject to rough usage. The original finish on the bodies becomes scratched and marred, and while the owner would like to have them refinished, he does not wish to go to the expense of a regular auto paint job. This Commercial Truck Paint fills his needs. It is easily applied, gives a brilliant finish and makes the truck look bright and neat. It is durable and tough. Does not chip nor crack from vibration. Weather resisting.

	1-Gal.	Quart	Pint
No. 220—Black	\$2.25	\$0.65	\$0.35
No. 223—Green	2.35	.70	.40
No. 224—Yellow	2.75	.80	.50
No. 225—Dark Blue	2.75	.80	.50
No. 226—Carmine Red	3.00	.85	.50

Engine Enamel

For turbines, stationary engines, and other machinery which is protected from the weather. Not for exterior use. It gives a glossy finish which makes for neatness and efficiency. Made in gray, black and maroon.

In 1-gallon cans	\$2.25
In quarts65

Manhattan Mill and Elevator Paint

Made for wood, iron or brick. Especially adapted to mills and elevators, freight cars, depots, watchmen's towers, factories, warehouses, etc. A durable paint which will withstand hot gasses and fumes from railroads and industrial plants.

	Bbl.	5-Gal.	1-Gal.
No. 160—Red Oxide	\$1.55	\$1.65	\$1.75
No. 192—Brown	2.05	2.15	2.25
No. 168—Light Lead	2.05	2.15	2.25
No. 164—Slate	2.05	2.15	2.25
No. 161—Graphite	2.05	2.15	2.25
No. 165—Yellow	2.05	2.15	2.25
No. 167—Green	2.05	2.15	2.25

Tinners' Red Paint

For painting guttering, eaves, troughs and other tin work. Economical and has great hiding power. Made in red only. Very durable and weather resisting.

Red, in gallon cans, per gallon.....	\$1.50
Red, in 5-gallon kits, per gallon.....	1.40

GREAT WESTERN STUCCO PAINT

For Stucco, Cement, Concrete and Brick

This material is prepared to give satisfaction from a working as well as a protective standpoint to all concrete, brick, stucco and cement work. It renders the surface to which it is applied absolutely impervious to moisture and prevents dusting or crumbling, while affording a uniform and beautiful appearance.

WATER-PROOF

An exterior application of this material on walls, below grade, will prevent sub-surface water from striking in and protects the surface from discoloration. Wonderful working qualities combined with splendid spreading and hiding facilities are featured in it.

Made in Concrete White and a variety of attractive shades, or in sufficient quantities we will make any color to order. Has an average covering capacity of about 200 square feet, two coats, to the gallon. Concrete varies so much in texture, however, that an average estimate only is given. Comes in liquid form, ready for use, and is applied like any ordinary paint.

HAWKEYE HOUSE PAINT COLORS

White	Dark Brown	French Gray
Cinnamon Brown	Apple Green	Ivory
Terra Cotta	Pearl Gray	Sky Blue
Peach Blow	Slate	Light Lead
Maroon	Cream	Light Olive
Light Buff	Colonial Yellow	Shutter Green
		Red Oxide

Ordinary colors:

\$2.40 per gallon in 5-gallon kits.
\$2.50 per gallon in 1-gallon cans.
\$2.35 per gallon in ½-barrels (30 gal.)
\$2.30 per gallon in barrels (50 gal.)

BONDEX

for Stucco and Cement
The Newest Thing In Paint

If you have been wondering how you could make stucco homes like new again you will find in Bondex the answer to your needs.

Now, with this remarkable new product, you can paint any stucco, concrete, brick, sand-finished plaster, tile or masonry surface, and replace its weathered and stained appearance with any of the eight bright, clean colored finishes or white.

Bondex waterproof cement paint is a new achievement. It has unlimited possibilities, for there are innumerable houses and buildings which may be beautified easily, quickly and very economically with Bondex.

EIGHT COLORS

Bondex comes in eight popular tints and white. All the tints are finely milled. The cement colors which are used assure absolutely permanent effects.

White	100-lb. lots
.....	14½¢ per lb.
Tints, except No.	
725715½¢ per lb.
No. 725718½¢ per lb.
(Less quantity, 2c per lb.	
additional.)	

Two coats should be applied.

BONDEX COLORS

7250—White
7251—Cream
7253—Buff
7254—Gray
7257—Green
7258—Red
7259—Silver Gray
7262—Blue
7256—Yellow
7263—Tan
7260—Ivory

ELDORADO BLACK PAINT

No. 8411

An Elastic Service Paint for Industrial and Home Use

Dries in 24 to 36 hours. Covers and brushes well even in cold weather. Free from injurious acids and chemicals. Fine for iron pipe or storage tanks, iron fences, grill work, posts. Good for waterproofing concrete or brick underground foundation walls. Makes a good preservative coating for timbers, both exposed and underground. A protector for metal siding, gutters and galvanized iron.

50-gallon barrels, per gallon\$0.85
½-barrels, per gallon95
5-gallon steel kits, per gallon1.05
1-gallon, per gallon1.15

GREAT WESTERN SURFACER

A Wonder Paint---For Priming Galvanized Iron, Metal, Glass or Any Hard Surface to Paint

Great Western Surfacers is an elastic priming and undercoating material for use on wood, metal, plaster, galvanized iron, glass or any other hard-to-paint surface.

It prevents checking, alligating or peeling of paints, varnishes, enamels, etc.

Great Western Surfacers lends elasticity to the following coat of material applied over it. It can be added to and will increase the elasticity of any paint, varnish, enamel or flat wall paint, for either inside or outside use. When everything else has failed, try GREAT WESTERN SURFACER.

It is the cheapest and only insurance possible to secure for a guarantee of good results always.

No. 3553—1 gallon, per gallon\$2.15
No. 3553—5 gallons, per gallon2.05

Stove Pipe Enamel

It takes a well made enamel to cover stove pipes, stoves, grates, andirons, furnaces, registers and water pipes, if you want the job done right, and our stove pipe enamel is a splendid jet black product for just this purpose because it will not chip or crack off when subjected to heat or cold. One coat gives a durable elastic black finish which will withstand intense heat.

No. 8411

	Each
Quart cans\$0.50
Pint cans30
½-Pint cans20
¼-Pint cans15

Screen Enamel or Paint

One coat of our screen enamel will make old screens look like new. Our screen enamel does not clog the mesh of the screens and is equally good for the frames. It comes ready to use and is easy to apply. Furnished in green or black and one quart will cover ten to twelve average window screens.

No. 195—Green	No. 196—Black
	Each
1-Gallon cans\$1.50
½-Gallon cans45
Pint cans30
¼-Pint cans20



FLAT WALL PAINT

Especially designed for interior finish on plaster, wood, metal, or can be used over kalsomine, wall paper, burlap, beaver board, etc. Produces a flat, soft, satin-like finish that cannot be obtained by the use of the regular oil or varnish paint and very different from any effect that can be secured with white lead or zinc flattened with turpentine.

- for the final touch in finishing the finest residences
- for the soft, harmonious combinations of colors demanded by hospitals
- for the delicate beauty so essential to successful church decorating
- for a good, common sense finish wherever the use of flat paint is practical—use our

DE LUXE FLAT WALL PAINT

Covers Better, Spreads Farther, Wears Longer Than Any Other Flat Paint Sold

Price List	Per Gal.
In 5-gal. cans, per gal.....	\$1.90
In 1-gal. cans, per gal.....	2.00

Directions for Use

Remove all loose plaster, dust, dirt, or old kalsomine. Fill cracks and holes with plaster paris, sandpaper smooth and coat repaired surface with our prepared Wall Size.

For first coat: Thin Flat Wall Finish with boiled linseed oil, one-fourth gallon to every gallon of paint. On very porous new walls increase amount of oil to one-half gallon to satisfy absorption.

For finishing coat: Use our Flat Wall Finish as it comes in the can. While heavy in consistency, it works very easily under the brush and gives best results for finishing coat when not reduced. When absolutely necessary, however, the paint may be thinned with Spreadzy Oil; see page 67.

Covering Capacity

One gallon of our Flat Wall Finish, when used according to directions will, on any ordinary surface, cover between 350 and 400 square feet, two coats.

Made in sixteen colors and white.

- No. 350—White
- No. 351—Cream
- No. 352—Light Yellow
- No. 353—Light Buff
- No. 354—Buff
- No. 355—Light Tan
- No. 356—Medium Brown
- No. 357—Seal Brown
- No. 359—Pearl Gray
- No. 360—Pale Green
- No. 361—Apple Green
- No. 363—Old Rose
- No. 364—Azure Blue
- No. 367—Ivory
- No. 369—Dove Gray
- No. 371—Sky Blue
- No. 372—Light Ivory

Ask for color cards.

190
PER GALLON
IN 5 GAL. KITS

50-Gal. Bbls., per gal.....	\$1.80
5-Gal. Cans, per gal.....	1.90
Gallons, each	2.00
Quarts, each60



1-COAT FLAT WALL PAINT

People are finding that painted walls are more economical and sanitary than papered walls. This one-coat flat wall paint is just what you need to satisfy the demand for painted walls, and get the one-coat jobs and make them look fine.

One-Coat Flat Wall Paint is made especially for use on plaster, wood, metal, etc. Produces a flat, soft, satiny finish which is readily washable and looks fine. Clean and sanitary. Spreads easily and does not show the brush marks. Has wonderful covering qualities so that one coat is all that is needed even over fairly dark backgrounds. Just what you need for doing a good job at a reasonable price.

Great Western One-Coat Flat Wall Paint is made in white only, but is readily tinted by any painter with our colors in oil, to give beautiful color combinations. Here is an item which will make some real friends for you.



1-Coat Flat Wall Paint No. 305

LOW FACTORY PRICES

In Barrels, per gallon.....	\$2.05
In 5-Gallon Kits, per gallon.....	2.15
In 1-Gallons, per gallon.....	2.25
In Quarts, each65



Pigmented Wall Primer No. 306

Ideal as a size or priming coat for wall paint in painting new or old brick, cement or plastered surfaces.

Not only seals better, but covers better than the old mixture of flat wall paint and size. Unaffected by moisture, stops suction and is very resistant to lime and alkali. Remains flexible and elastic.

You can obtain a perfect two-coat job by using for the first coat this Pigmented Wall Primer and for the second coat flat wall paint.

In 5-Gallon Cans, per gallon.....	\$2.25
In 1-Gallon Cans, per gallon.....	2.35

De Luxe Wall Size A-18

For perfect satisfaction, all new walls should be sized before painting. It is absolutely necessary that all new plaster walls be sized to prevent hot spots or burning. De Luxe Wall Size should also be used for wallboard, beaverboard or burlap. It is the toughest and best size produced. Produces a perfectly uniform sealed surface.

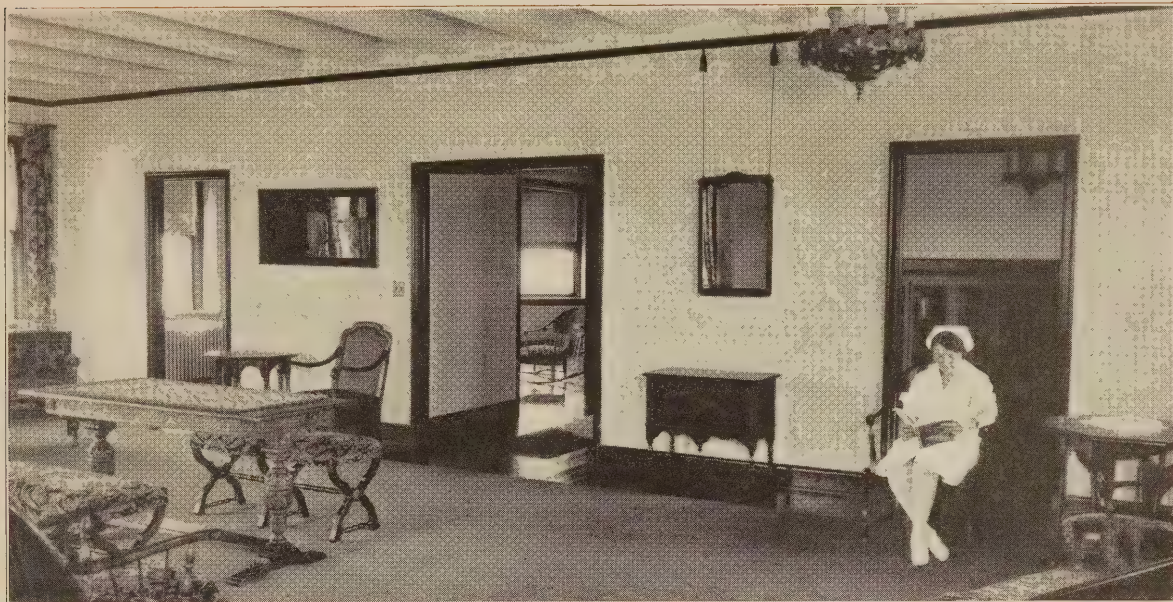
In 5-Gallon Cans, per gallon.....	\$1.50
In 1-Gallon Cans, per gallon.....	1.60

PINE-OL-TINE, Better Than Turpentine O-61

Use this product for thinning your inside paints instead of turpentine. It is better than turpentine because it has no bad effect on your system, as the turpentine fumes have when you breathe them in during a day's inside work. Not a turpentine substitute,

but a new and better product to replace turpentine. You owe it to yourself to test out this product in your work as it will be better for your health to use it.

Price, per gallon (containers extra).....\$0.60



DE-LUXE SEMI-LUSTRE WALL PAINT

This paint is similar to our famous Flat Wall paint, but is made in the semi-gloss. For many purposes this is better than the flat wall. It is especially desirable for the walls of schools, hospitals, public buildings, storerooms, etc. It is used by many painters for painting walls of kitchens and bathrooms.

It spreads beautifully, easily and without leaving brush marks. Gives a beautiful deep, lustre finish. Dries to a very tough, hard surface.

BRIGHT, CHEERFUL, PORCELAIN-LIKE SURFACE

The semi-gloss finish offers no lodging place for dirt. Dirt rolls off it like water from a duck's back. Its satin-like surface has no pores for dirt to get into and it is so durable that repeated washings can't injure the surface.

This means that you can have an immaculate kitchen, a spotless bathroom, and woodwork at home

FOR SCHOOLS, HOSPITALS, KITCHENS, BATHROOMS, DAIRIES

or any other place, which is easy to keep clean and attractive without the labor of hard scrubbing and the expense of frequent re-painting. White or tinted as desired. Same shades as the Flat Wall paint. Specify numbers.

550—White
551—Cream
552—Light Yellow
553—Light Buff
554—Buff
555—Light Tan
556—Medium Brown
557—Seal Brown

559—Pearl Gray
560—Pale Green
561—Apple Green
563—Old Rose
564—Azure Blue
572—Light Ivory
567—Ivory
569—Dove Gray
571—Sky Blue

PRICES

In 5 gallons, per gallon	\$2.30
Gallons	2.40
Quarts	.70
Barrels, per gallon	2.10

TUXEDO INTERIOR GLOSS ENAMEL

This enamel is made of the best French Zinc Oxide, lithopone, and good white enamel varnish. It is a beautiful snow white and will not turn yellow. It can be rubbed into an eggshell gloss if desired. Dries quickly, but is easily flowed on and will not show laps or brush marks. For inside or outside use. Made in the following colors:

No. 650—White	No. 660—Pale Green
No. 651—Cream	No. 661—Apple Green
No. 652—Light Yellow	No. 663—Old Rose
No. 653—Light Buff	No. 664—Azure Blue
No. 654—Buff	No. 667—Ivory
No. 655—Light Tan	No. 669—Dove Gray
No. 656—Medium Brown	No. 671—Sky Blue
No. 657—Seal Brown	No. 672—Light Ivory
No. 659—Pearl Gray	

PRICES

Gallons	\$3.25
Quarts	.90
Pints	.55

Tuxedo White Enamel Undercoat No. 250

Superior to lead and oil as an undercoat because it holds out the whiteness of the enamel better, is more easily applied and does not streak. May be applied to new work or over old surfaces.

Per gallon\$2.75

TWO FINE ENAMELS

Both of the enamels listed below are high quality products. They are carefully compounded in our factories and come to you fresh, ready for use. You will find that they will give satisfaction in every respect.

Hughes' Supreme Quality Enamel

This is absolutely the finest quality enamel that can be produced from white zinc and treated linseed oil. It is equal in value to any brand on the market. It works easier, goes farther, and costs less per square yard than most other enamels. Will not curtain nor sag when flowed on heavy. It is specially made so that it will not discolor nor turn yellow. Can be used either inside or outside and is our best general purpose enamel.

Stands innumerable washings. Works easily and does not show streaks. Your customers will be pleased with its high gloss. This is a piece of goods which carries our unqualified guarantee of satisfaction. It pays to use a good brand of enamel, for it assures your getting a good job with no risk of failures.

Made in the following tints:

No. 253—Gloss White

No. 254—Eggshell or Rubbed Effect White

Price per gallon\$5.00

Price per quart 1.50 +

Batavia White Enamel

Here is a remarkable piece of goods. Superior in whiteness and working qualities. This is a high-grade, long oil enamel which dries quickly and with a high gloss. Brilliantly white and stays white. Can be used either on inside or outside work with equal satisfaction. Will not sag nor curtain, and flows together perfectly, covering all brush marks. May be readily washed. This is a fine enamel for bathrooms, furniture, woodwork, and all work on wood or metal. May be used on plaster walls if desired. Very low in price considering the high quality.

Dries dust free over night and will not crack nor peel. We recommend this enamel as one of the best on the market. You can use it on the very best classes of work and always be sure of a good looking and lasting job. Made in white only.

No. 255—Batavia White Enamel

Price per gallon\$4.50

Price per quart 1.20

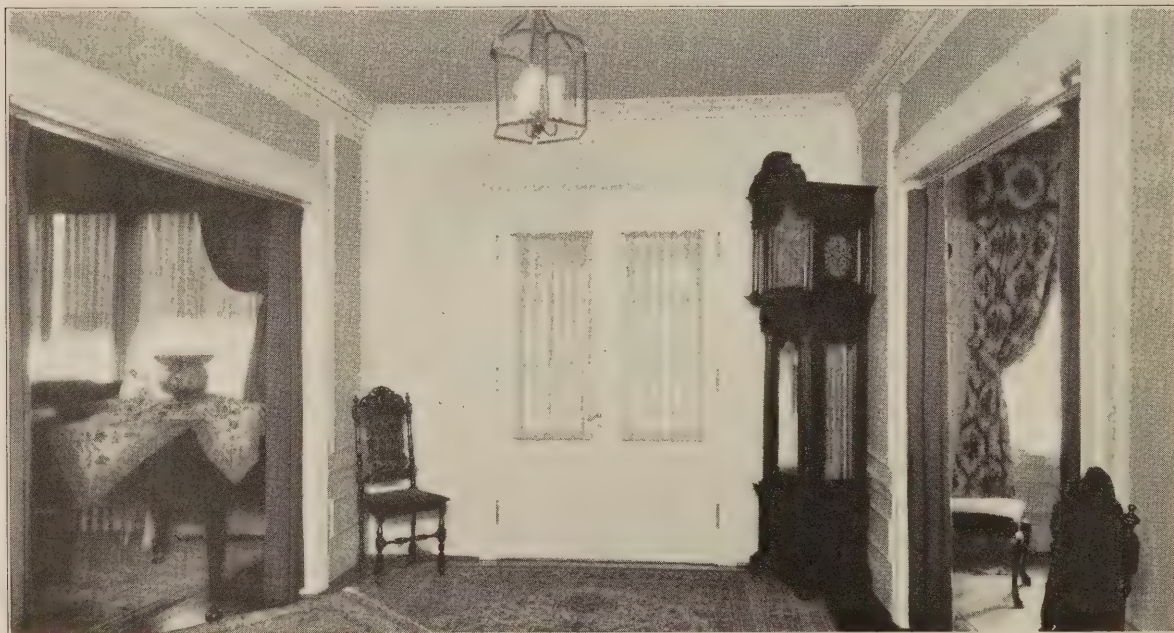
Hughes' Supreme Quality Enamel Undercoat

This is a heavy body, easy working, light-proof undercoat which works easily under the brush—levels off perfectly—and will not curtain nor sag when flowed on. Should be allowed to stand 24 hours and sanded between coats. Two coats should be sufficient to properly hide the grain. Then flow on one coat of

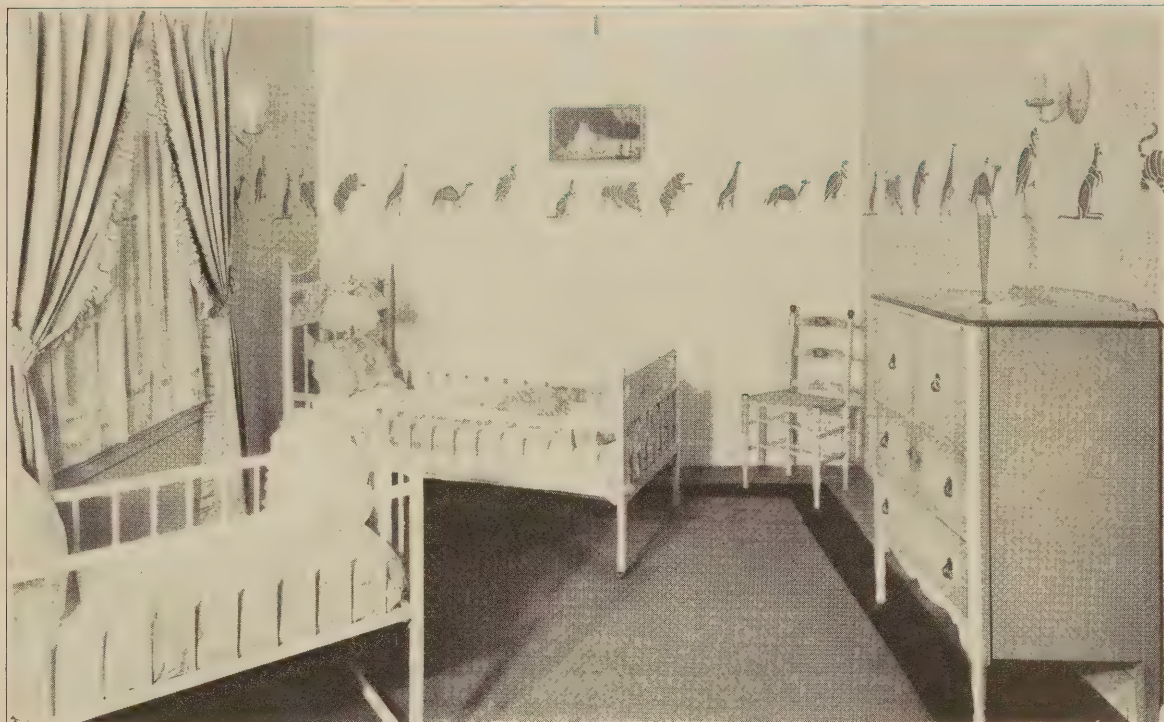
Hughes Supreme Quality Enamel or Batavia White Enamel. Where four coats are deemed necessary, the third coat should be a mixture of half undercoat and half enamel. Then final coat, enamel.

No. 252—Per gallon\$3.25

No. 252—Per quart95



Woodwork is made beautiful with the use of either of the above enamels. Their brilliant gloss makes interiors bright and cheerful even on dark days.



Nurseries such as this, finished in DeLuxe Semi-Lustre, with woodwork and furniture finished in the bright colors of Hughes-Lac 4-Hour Enamel, make cheerful playrooms for the children.

HUGHES-LAC 4-HOUR COLORED ENAMEL

Here is a product which is rapidly replacing lacquer for many painting purposes. You can apply one coat of this enamel in the morning and it is dry by afternoon. Another coat may be applied the same day if necessary. As many as three coats have been successfully applied in a single day in cases which required great speed. This, of course, was under normal drying conditions of 70° or warmer.

This enamel brushes easily without drag or pull. Flows together without leaving brush marks. One of the desirable features of this enamel is the fact that you do not have to rush the application because while Hughes-Lac dries in four hours, it sets rather slowly during the first 20 or 30 minutes, and large as well as small, hard-to-paint surfaces can be carefully coated and the enamel properly brushed out before it actually begins to dry. This enables you to work leisurely enough to do your best and be sure of getting a satisfactory finish.

AN ALL-PURPOSE ENAMEL

This enamel is intended for the finishing and refinishing of floors, woodwork, furniture, cabinets, imitation tile such as may be found in many bathrooms, porch furniture, cupboards, and other places where a durable, economical and beautifully colored finish is wanted. It is very tough and hard to wear out and when used on floors it makes an attractive surface which will stand an unusual amount of heavy foot traffic and hard wear. It is completely water-proof and provides an ideal surface for interior finishes which come in contact with either hot or cold water or both.

ECONOMICAL

The price is extremely low considering the quality and covering power. One gallon will cover about 600 square feet, one coat. It covers very solidly and in many cases but two coats are needed. This product is of the varnish-enamel type and does not have an offensive odor. No special thinner required. Simply thin with turpentine if thinning becomes necessary. Does not loosen or lift the old finish, and can therefore be applied over the old finish without applying any special primers or undercoats.

Any of the colors may be lightened by the addition of white. They are readily intermixable to form special shades.

No. 320—White
No. 321—Ivory
No. 322—Chinese Yellow
No. 323—Pearl Gray
No. 324—Coral Pink
No. 325—Biege
No. 326—Jade Green
No. 327—Cafe-au-Lait
No. 328—Chinese Red
No. 329—Light Blue
No. 330—Rich Blue
No. 331—Sage Green
No. 332—Emerald Green

3⁵⁰
GAL.

PRICES:

Gallon	\$3.50
Quart95
Pint50

BRITELITE ENAMEL

No. 310

For use on walls and woodwork in fine buildings of all kinds. Better than flat wall paints or similar products because its fine smooth texture resists the collection of dust. Dirt cannot cling to it. Remains clear and white longer than most inside paints.

It is as smooth and beautiful as the finest enamel, but it costs less and is easier to apply. One good feature also is its great covering power which is much greater than enamel.

May be applied with either a brush or sprayed on. Leaves no brush marks.

Britelite lasts for many years. When it finally gets soiled it is readily washed and looks like new. Britelite gives the proper light reflection. Easy on the eyes. Promote efficiency in office, school, or home. Fine for use in hospitals, factories and stores.

When more than a one-coat job is necessary, it is a good idea to use our Universal Enamel Undercoat for the first coat and then finish off with the final coat of Britelite. Britelite is readily tinted with our colors in oil. Comes in white only.

Prices

In Barrels, per gallon	\$3.30
In 5-Gallon Cans, per gallon.....	3.40
In 1-Gallon Cans, per gallon.....	3.50

ENAMEL UNDERCOATS

Great Western One Coat Enamel Undercoat

"COVERS WITH ONE COAT"

No. 248

At last we have achieved what was considered heretofore impossible, that is—the making of an Undercoat which will cover in one coat. Not only cover perfectly, but dries hard enough to sand in 24 hours with an absolutely non-porous film. Mind you that last characteristic is the most important of an Undercoat. It must have an absolutely nonporous film or it will require too many coats of enamel on top of it as they will sink into a porous film.

With Great Western 1-Coat Undercoat a decorator can flow out one full body coat, the next day follow it with a coat of Enamel flowed on, and secure a surprising enamel result.

It costs more than most Undercoats, but it is worth it. There is nothing else like it on the American market.

Per gallon	\$3.50
Per quart95

UNIVERSAL ENAMEL UNDERCOAT

A special undercoat should always be applied before using enamel. This undercoat is adapted for use with any kind of enamel. Pure white in color it makes a fine foundation for enamel work. It is especially good for use where a two coat job is desirable as it has considerable gloss so that it is only necessary to apply one coat of enamel over it in order to get a smooth slick looking job.

Per Gallon	\$2.50
Per Quart75

TUXEDO ENAMEL UNDERCOAT

No. 250

This is one of our best undercoats. Holds out the whiteness of the enamel better than most undercoats. Easily applied and does not streak. May be applied to new work or over old surfaces. Levels up fine and provides a perfect base for the finest enamels. Does not curtain nor sag when flowed on. Two coats should be enough to hide ordinary surfaces.

Prices

In Gallon Cans, per gallon.....	\$2.75
In Quart Cans, each80

HUGHES' SUPREME QUALITY Enamel Undercoat

This is a heavy body, easy working, light-proof undercoat which works easily under the brush and levels off perfectly. Will not curtain nor sag when flowed on. Should be allowed to stand 24 hours and be sanded between coats. Two coats should be sufficient to properly hide the grain. Then flow on one coat of Hughes "Supreme Quality Enamel" or other good enamel. When four coats are deemed necessary, the third coat should be a mixture of half undercoat and half enamel. Then put on the final coat of enamel.

No. 252—Per Gallon	\$3.25
No. 252—Per Quart95

GREAT WESTERN MOTTLING LIQUID No. 3245

Great Western Mottling Liquid is a product similar to our Glazing Liquid with the exception that pigment has been incorporated in the glaze at the factory, which makes it more easily worked on the wall and more durable. This is a high grade product and one which will give the best of satisfaction. Readily tinted to desired shade with our colors in oil.

This mottling liquid is applied similarly to our glazing liquid. It is fine for use over flat wall paint, plastic paint, etc., stays clean a long time.

In Gallons, each....\$2.50 In Quarts, each....\$0.75

GREAT WESTERN Glazing Liquid A30

For use on walls over Tiffany Finish. Will give the work a soft eggshell finish. Also for use over our Flat Wall paint. May be mixed with any shade of our colors in oil and used over walls, ceilings, rough or smooth finish plaster, burlap, decorator's canvas, etc.

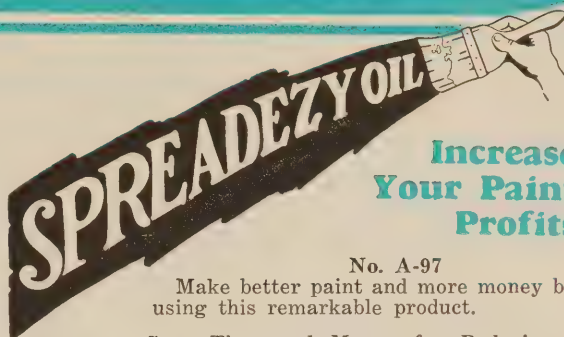
A good range of colorful tints may be obtained by varying the amount of color mixed with the glazing liquid.

To produce an effect of more than one color, separate batches of the colored glaze liquid should be prepared, one of each basic color. They should be applied to the wall in different small spots, taking care not to try to work too large an area at one time. Then these spots should be brushed lightly together to blend the spots. The surface should then immediately be stippled with a soft cloth, sponge, or stippling brush.

After the surface is thoroughly dry it may be coated with the clear glazing liquid. This gives it a smooth, velvety appearance of the eggshell type. It may be washed when soiled with soap and water.

Great Western Glazing Liquid will cover from 500 to 700 square feet per gallon.

No. A30—In Gallons..\$2.35 In Quarts..\$0.70



**Increase
Your Paint
Profits**

No. A-97

Make better paint and more money by using this remarkable product.

**Save Time and Money for Reducing
All Paints**

Spreadazy Oil is to be used for reducing all kinds of paints such as flat wall paints, enamel paints, floor paints, exterior and interior house paints, concrete paints, metal paints, graphite paints and barn paints.

**A Scientific Product of the Great Western
Laboratory**

Spreadazy Oil is a scientifically treated and prepared linseed oil that enables the painter to make up-to-date paints and finishes and to produce satisfactory results. It is almost white in color and can be used liberally.

Reduce All Paints With Spreadazy

By the use of Spreadazy Oil all parts are reinforced and improved. It helps the spread and makes easier the application.

How to Use for Reducing Flat Wall Paints

Use from one pint to one quart of Spreadazy Oil to one gallon of Flat Wall Paint. For reducing Flat Wall Paint this oil is a wonder. It makes Flat Wall Paint work much easier, covers farther, looks better and lasts longer than benzine or turpentine.

To Make Wall Size or Priming Coat

This makes an ideal priming coat. One quart of Flat Wall Paint and three quarts of Spreadazy Oil. If you will size your walls with wall size made as per this formula, you will save a good many dollars.

For reducing the following paints use from one pint to one quart of Spreadazy Oil to each gallon of paint: White Enamels, Concrete Paint, Floor Paint, Exterior House Paint, Interior House Paint, Automobile Paint, Mill White Paint, Graphite Paint, Spraying Paint and Dipping Paint.

10-gal. Kits, per gallon	\$1.80
5-gal. Kits, per gallon	1.90
1-gal. Cans, per gallon	2.00
½-gal. Cans, each	1.10
¼-gal. Cans, each60

No Charge for Containers.

CEDAROL FLOOR OIL

Cedarol A-98 Makes Floors Dustproof and Wearproof

Here is a new and better floor oil which has just been developed by the Great Western laboratories. Schools, hospitals, stores, public buildings and other places with wooden floors need such a protective coating. Cedarol penetrates the wood and produces a fine appearance, keeping the dust from rising when any-

one passes over the floor. Sanitary.

Good for gymnasium floors to help prevent splintering. Cedarol is a superior product which will give satisfaction wherever a fine floor oil is required.

In Gallon Cans, per gallon	\$1.30
In 5-Gallon Cans, per gallon	1.20



Cheaper and Better Than Wall Paper

A dollar or two and a few hours time will make the walls of any home clean and beautiful with this cold water Kalsomine. It is manufactured in white and fourteen beautiful tints that are all intermixable so that any desired shade may be obtained.

This Kalsomine should be mixed in the proportions of three pints of water to five pounds of the dry powder. Full instructions are plainly printed on each container as well as on our special kalsomine color cards, which we will gladly furnish free.

COLORS

7500—White	7508—Nile Green
7501—Light Ivory	No. 18
No. 11	7509—Pea Green
7502—Cream No. 12	No. 19
7503—Rose Pink	7510—Light Gray
No. 13	No. 20
7504—Yellow No. 14	7511—Buff No. 21
7505—Brown No. 15	7512—Old Rose
7506—Sky Blue	No. 22
No. 16	7513—Dark Buff
7507—Robin Blue	No. 23
No. 17	7514—Ivory No. 24

PRICES

Tints, in 5-lb. pkgs., each \$0.45
White, in 5-lb. pkgs., each40
White only, 100-lb. kegs 6.00
White only, 350-lb. bbls. 17.50

GREAT WESTERN COLD WATER KALSOMINE

This Kalsomine is adaptable to the individual decorative requirements of any class of building, and harmonizes perfectly with any style of furnishing. It is used to decorate the finest mansions, yet spells true economy in the humble cottage.

IDEAL INTERIOR WALL COATING

It is the ideal product to use for all kinds of interior decoration, especially for the home, office, church, school, theatre, hotel, public building, etc. It is specified by prominent architects and used exclusively by the best painters and decorators.

SOFT AND VELVETY IN EFFECT

No wonder these mellow toned Kalsomine Tints are so much in demand when you consider the beautiful effect they give at such a low cost. A 5-lb. package, when mixed, will cover from 300 to 450 square feet, according to the surface.

DRY POWDER FORM—MIX WITH COLD WATER

Great Western Kalsomine is manufactured in dry powder form and put up in attractive 5-lb. packages (20 to the case), also in paper-lined 100-lb. kegs and barrels. It is ready for immediate use when mixed with cold or hot water and dries out in perfect uniform evenness with a delicate flat water-cooled effect.

EASY TO PUT ON

The ease and unusually low cost with which you can brighten up the walls and ceilings of any room is making our Cold Water Tints more popular every day. There is nothing difficult about it. Anyone who can handle a brush can put on our Kalsomine successfully.

GREAT WESTERN

Plastic Paint

*For Bungalows, Large or Small Houses,
Theatres, Display Rooms or
Wherever Beautiful Walls Are Wanted*

READY-MIXED

GREAT Western Plastic Paint is a leader among master painters because of its universal and flexible usage for all modern decorative effects. Its easy spreading and working qualities make it the practical texture for bungalow walls, apartment and hotel corridors, and the very finest jobs. (Note modernistic effects illustrated below, easily reproduced by any painter).

Now---Any Painter Can Reproduce Old World Textures---At Low Cost

The vogue of reproducing the textured wall interior effects of Old World significance, centuries old, has opened a tremendously profitable field for painters and decorators. This plastic paint for universal use, ready-mixed, can be applied by any painter. With little effort, the classic interiors of Old England, France, Spain, Italy and the popular Travertine can be readily reproduced. A wealth of designs can be secured with such simple tools as the brush, wall-paper roller, sponge, cloth, paper or trowel.

Unlike most plastic paints, Great Western plastic does not require experience in mixing. Comes ready-mixed. No preparation is required. Thin with water if desired. Sticks to all surfaces, painted or unpainted, and will not burn the hands or wood finishes.

Save Working Time---Make More Money!

Great Western Plastic Paint makes you extra profits because you cut the corners on labor costs. First, it requires no mixing. Second, no sizing coat is necessary. Third, dries quickly, permitting rub-down in about 3 hours. Fourth, finished surface needs no sanding or glazing.

These superior qualities cut your labor costs four ways. And you profit, too, from the great demand for this type of painting, universally popular.

240 Gal.

**In 5-Gal. Kits
\$2.50 In 1 Gallon**

**Great Western Plastic Paint
No. 3800**

In 5-gallon Kits, per gallon . . . \$2.40

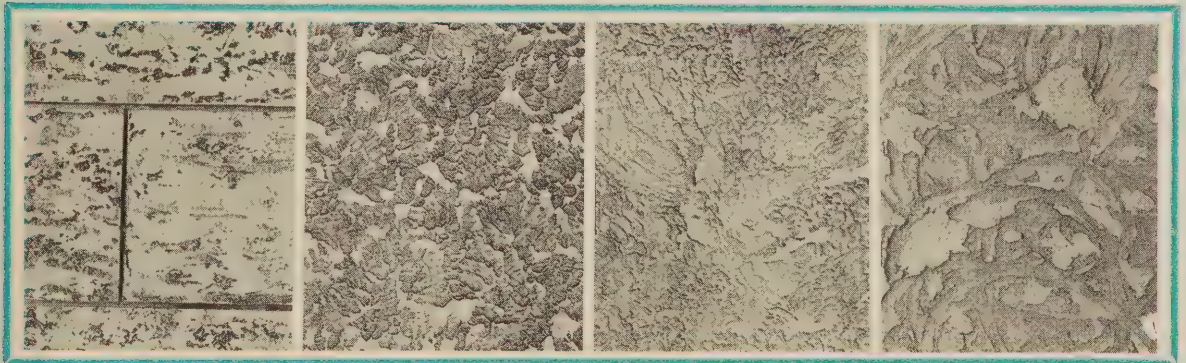
In 1-gallon Cans, per gallon . . . 2.50



COMPLETE DIRECTIONS

EASY to brush and manipulate for every desired texture or effect. Even artistic stencil effects can be produced at low cost. Bold relief, embossed or raised stencil designs can be quickly achieved by applying our plastic paint to any thickness desired right over the stencil, using a brush. Can be tinted to any color with dry or oil colors.

Smoothing is accomplished within three hours after applying. Allow the plastic paint to set thoroughly hard, then run with a wood block or float, keeping it worked and rubbing with a circular motion until the desired flat areas are obtained. Allow this coat to dry thoroughly (usually about 12 hours). Complete directions are given on each can.



Here are some of the more popular textured effects which are being used in the highest quality jobs, hotels, theatres, modern homes, etc. And you can reproduce every one of them yourself with little effort and low cost!

Golden West VARNISHES

The Golden West Varnishes are all high grade products. You can depend upon them to give the good service for which Great Western paints and varnishes are famed. They are compounded in our factories and carry our full guarantee.

Occidental Spar

A durable, wear-resisting varnish for outside work. Made of tested weather-resisting materials. It is not injured by long exposure to either fresh or salt water. Has a smooth body and dries with a beautiful finish. This varnish is fine for porch floors, porch furniture, boats, and all exterior surfaces where a good varnish is desired.

No. A37—Gallon	\$2.90
No. A37—Quart85
No. A37—Pint50

□ □ □

NO. 1 FURNITURE

No. A23—Gallon	\$1.35
No. A23—Quart45
No. A23—Pint30

□ □ □

T JAPAN DRYER

No. A43—Gallon	\$1.25
No. A43—Quart45
No. A43—Pint30

□ □ □

GREAT WESTERN SEAT

FINISHING VARNISH

The hardest, toughest, long lasting varnish is the only kind that will stand up and give service in public places like churches, schools, theatres, clubs, etc. Great Western Church and School Seat Varnish is especially made for this very purpose. Has a fine lustre, dries hard and will not soften under the heat of the hands and body. Will not show imprint of fabric from clothing and will not spot from water or moisture.

No. 3537—1-gallon cans	\$4.50
No. 3537—1-quart cans	1.30
No. 3537—1-pint cans75

Elastic Inside Finish No. A 19

This is a wonderful varnish for doors, window trim, furniture, woodwork, and all interior finishing. Pale, brilliant and easy flowing. Dries out of dust in four hours and can be rubbed in 48 hours. May be rubbed to a dull finish. Its pale color brings out all the natural beauty of the grain in the wood. Will not turn white.

No. A19—Gallon	\$2.35
No. A19—Quart70
No. A19—Pint45

□ □ □

T ASPHALTUM

No. A40—Gallon	\$1.00
No. A40—Quart40
No. A40—Pint30

□ □ □

WHITE DRIER

No. A44—Gallon	\$1.35
No. A44—Quart45
No. A44—Pint30

□ □ □

HUGHES' SUPREME QUALITY

MASTER PAINTER'S JAPAN

This is a pale Oil Drier of unusual strength, therefore very economical, and it can be combined safely with paint or varnish where quicker drying is desired. A can or barrel of this Drier should be in every first class paint shop, as a general purpose drier.

No. A34—Fives, per gallon	\$1.70
No. A34—Ones, per gallon	1.80
No. A34—Quarts, per can55

Batavia Damar

A good clear varnish.

GREAT WESTERN LIQUID WOOD FILLER

No. A25—Gallon	\$1.75
No. A25—Quart55
No. A25—Pint35

No. 3628—Gallon	\$2.75
No. 3628—Quart80
No. 3628—Pint45

5-POINTS OF EXCELLENCE HUGHES' 2-HOUR VARNISH



- ① Use Inside or Outside
- ② Weather & Wear-Proof
- ③ Will Not Check
- ④ Dust-Free in 30-Min.
- ⑤ Dries Hard in 2 Hours!

A NEW AND BETTER VARNISH!

No other varnish has ever had so many fine qualities as this wonderful new product. It is just exactly right for inside or outside use and in addition to this, it dries bone hard in 2 hours!

Think of it! An all-around varnish that is first class for every use and which enables you to do jobs faster and make more money. Think what this product will mean to you in lining up winter jobs of inside painting, and varnishing rush floor jobs.

Wearproof

Hughes' Two Hour Varnish is more durable than any of the old-style varnishes! Its super-hardness resists constant scuffing of shoe heels, and all sorts of abuse such as placing hot dishes on it. It is hard! Never softens up or gets sticky under body temperature. Can be rubbed in 10 to 12 hours after applying.

Easily Applied

Hughes' 2-Hour Varnish works easily under the brush, without drag or pull. Leaves no brush marks. It stays put when applied and thus eliminates runs or sags. While it dries in two hours, it sets very slowly during the first 15 or 20 minutes thus allowing plenty of time to apply the varnish properly. Gives a "cleaner" surface as it dries dust free in 30 minutes.

Weatherproof

When applied out-of-doors, this two hour varnish defies the weather. Sun, rain or snow all are repelled

by it. The film is more compact than that of ordinary varnishes and thus protects the center of the film from the attack of heat and cold and moisture. Gives much longer service on outside surfaces than ordinary varnishes.

Waterproof

Better than ordinary spar varnishes in its resistance to boiling water, cold water, alkalis, salt water, and scrubbing with strong soap. Will not waterspot. Fine for interior or exterior surfaces which are subjected to steam, water or frequent washings.

Will Not Check

Hughes' 2-Hour Varnish is unlike any varnish you have ever used in that it will not check, crack nor alligator. The surface will always be smooth and when it does begin to perish, it is by a very slow process of surface chalking just as a stone sidewalk wears away—very slowly. When the time comes to refinish a job done with this varnish, it will be found perfectly smooth and free from cracks and checks. No sandpapering or varnish removing needed.

PRICES

Hughes' 2-Hour Varnish No. A59

In 1-Gallon Cans, each.....	\$4.50
In Quart Cans, each.....	1.30
In Pints, each.....	.75

American Varnishing Co. Floorene

No. 3602

	Each
1-gal cans	\$3.25
Quart cans90
Pint cans55

This floor varnish meets the utmost requirements for a high grade floor and interior finish. Flows easily under the brush, dries dust free in about 8 hours and becomes thoroughly hard by the second day.

Floorene stands hard wear, without marring or turning white, and is absolutely waterproof.

Can also be used for preserving linoleum, oil cloth and similar materials.

American Varnishing Co. Granite Floor Finish

No. 3603

	Each
1-gal. cans	\$2.75
Quart cans80
Pint cans55

This varnish is unequalled by any Floor Varnish except Floorene. It dries quickly, is exceedingly tough and will not mar white. We guarantee this varnish to equal any high grade floor varnish on the market except Floorene.

Great Western Supreme Quality Varnishes

Direct from Factory to Painter

These Varnishes Are Made From Formulas Perfected by Our A. M. Hughes. We Cannot Recommend Them Too Highly.

Read This

We absolutely guarantee these Varnishes to be as good as can be manufactured. You must have satisfaction from their use or we will gladly refund your money.
GREAT WESTERN PAINT MANUFACTURING CO.

Hughes Spar

The Practical Painters' Varnish

No. A27

VARNISH

For Interior and Exterior Use

The Universal Painters' Varnish

Hughes Spar is a general purpose varnish for all exterior or interior work. It is our All-Purpose Varnish because it will give excellent results anywhere. For woodwork, staircases, tables, chairs, furniture, porch ceilings or wherever varnish is needed. One gallon will cover about 500 sq. ft. of surface one coat.

Excellent Body—Quick Dryer

Hughes Spar imparts a high, glossy finish—is tough and elastic so that heat or cold does not affect it and is not easily scratched or marred. It has a good body, will dry free from dust in three to four hours and can be rubbed in eighteen hours.

\$3.15 a Gallon in 5-Gallon Cans

1-Gallon Cans \$3.25	Pints \$0.50
Quarts90	½-Pints30

Quality at Low Cost

We want to recommend these four products just as strongly as possible. We realize the necessity of our customers having just as high quality varnish as paint and for that reason we have developed these four products. Our method of manufacturing and distribution, to say nothing of our not charging a fancy price for a highly advertised brand enables us to give you the highest quality at the lowest possible cost.

FRESH FROM FACTORY

THREE HOUR SERVICE

Hughes Supreme Quality

FLORVAR

Waterproof—Marproof

No. A24

This varnish is the equal of any on the market regardless of price. It is the most elastic, longest wearing Floor Varnish made and carries our strongest guarantee. It is pale, heavy, works easy, dries quickly and will not mar, white or waterspot. Dries out of dust in two hours, to recoat overnight. It is unquestionably the highest grade floor varnish that can be obtained.

Fives, per gallon \$2.90
Ones, per gallon 3.00
Quarts, per can85

Hughes Supreme Quality

INTERIOR FINISHING

No. A33

A companion and similar to Florvar, although not quite so elastic, for upright trim on fine work. Dries out of dust in four hours, to recoat in 24 hours, to rub in 48 hours and polish next day. Unexcelled in quality.

Fives, per gallon \$2.90
Ones, per gallon 3.00
Quarts, per can85

Hughes Supreme Quality

FLATVAR

No. 3630

A very pale varnish that reproduces a perfect rubbed effect. The surface must be built up with gloss varnish. then flow on a coat of Flat Varnish. Smooth it off lightly and leave it alone. When dry, go over the surface with waste to knock off the sharp dust points. A little linseed oil on the waste would enhance the effect.

Fives, per gallon \$2.90
Ones, per gallon 3.00
Quarts, per can85

Great Western Paint Mfg. Co.

TUXEDO VARNISH

1.60
PER GAL.
in
5 Gal. Kits.



**FOR
FLOORS
AND
INTERIOR
FINISHES**

Tuxedo Varnish is an economical Floor Varnish and Interior Finish which we guarantee will not mar white nor waterspot. Dries bone hard in 24 hours and can be rubbed in 30 to 36 hours.

This has long been our most popular varnish and our production of it is very large. Because of this fact, our manufacturing costs are extremely low which enables us to quote such an extremely low price. This is a real value and we sell it as such.

Test Tuxedo at Our Risk

Send in your order for a case of six gallons as a trial order. If after applying the first gallon, you are not entirely pleased, you can return the balance of

the shipment and we will refund your money in full as well as all transportation charges.

Order a Supply Now

This is a varnish for which you have calls every day. Be prepared and keep a satisfactory stock of it on hand at all times. You will be money ahead if you have it on hand when you need it.

Tuxedo Varnish No. A41

In 5-Gallon Kits, per gallon.....\$1.60
In 1-Gallon Cans, per gallon..... 1.70
In Quarts, each55

REDHEFFER SPECIAL 4-HOUR VARNISH

No. A60

A high-grade, general-purpose interior varnish, possessing all the qualities a good varnish should possess, such as easy application, paleness of color, toughness, elasticity, resistance to hot and cold water, susceptibility to rubbing and polishing, high gloss, and in addition, it dries in 4 hours under normal conditions.

Painters in general are finding in this 4-hour varnish a solution to many of their problems. A floor can be varnished and out of the way in four hours now. This removes the dread many housewives have of having their house tied up several days while the floors are being varnished. When necessary, two coats may be applied in a single day. Here is a "long oil" varnish which makes the finest kind of finish for floors, interior woodwork, furniture, etc.

Prices		
Gallons	Quarts	Pints
\$3.00	85c	50c



TUXEDO

4-HOUR VARNISH STAIN

Stains and Varnishes

In One Operation

Rapid drying is only one fine feature of this Varnish Stain. Tuxedo 4-Hour Varnish Stain is especially made for Master Painters who want to get a first class job of staining and varnishing without taking the time to apply the stain and then varnish over it.

It is hard, tough and elastic, and has remarkable wearing qualities. Its quick-drying qualities come in handy many times. It dries ready for use or recoating in from four to five hours. It works easily and flows out freely. It is far superior to the average varnish stain in resistance to moisture, soap and water, and other elements which mar ordinary varnishes.

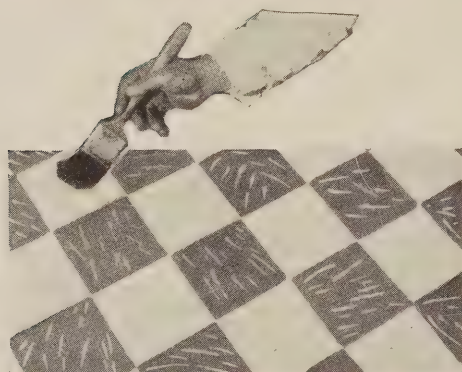
It works perfectly over shellac, paste wood filler, liquid wood filler and over old varnished surfaces. Fine for refinishing old varnished doors and changing their color at the same time.

Made in eight colors to suit all tastes. Fine for use on old furniture, woodwork, floors, etc. Made of finest spar varnish and aniline dye.

Price List

	Gal.	Qt.	Pint	½ Pt.
No. 6250—Light Oak	\$2.50	\$0.75	\$0.40	\$0.30
No. 6251—Dark Oak	2.50	.75	.40	.30
No. 6252—Golden Oak	2.50	.75	.40	.30
No. 6253—Mahogany	2.50	.75	.40	.30
No. 6254—Cherry	2.50	.75	.40	.30
No. 6255—Rosewood	2.50	.75	.40	.30
No. 6257—Walnut	2.50	.75	.40	.30
No. 249—Undercoat	2.50	.75	.40	.30

Great Western



Linoleum Varnish

It always pays to varnish linoleum floor coverings to make them easier to clean and to prevent the pattern from wearing. Heel marks, scratches, or mars make no impression on this durable varnish. Water and frequent scrubbing have very little effect up on it. It dries hard over night. Our low factory prices make it unusually economical to use.

No. A11—5-Gallon Cans, per gallon.....	\$2.40
No. A11—1-Gallon Cans, per gallon.....	2.50
No. A11—1-Quart, each75
No. A11—1-Pint, each45

GOLDEN WEST

Penetrating Oil Stains

We guarantee these stains to be the best that it is possible to produce. These Stains are made by an expert chemist of high standing and have none of the faults that are found in so many other stains.

	Gal.	Qt.	Pt.	½ Pt.
No. 6208—Early English Oak . . .	\$1.85	\$0.55	\$0.33	\$0.22
No. 6209—Weathered Oak .	1.85	.55	.33	.22
No. 6210—Light Oak	1.85	.55	.33	.22
No. 6211—Dark Oak	1.85	.55	.33	.22
No. 6212—Golden Oak	1.85	.55	.33	.22
No. 6218—Walnut	1.85	.55	.33	.22
No. 6219—Fumed Oak	1.85	.55	.33	.22
No. 6216—Dark Mahogany .	2.35	.65	.44	.27
No. 6213—Ex. D. Mahogany	2.35	.65	.44	.27
No. 6215—Brown Mahogany	2.35	.65	.44	.27
No. 6214—Light Mahogany .	2.35	.65	.44	.27
No. 6222—Silver Gray Oak .	2.35	.65	.44	.27

Great Western Satin Finish Oil Lacquer

With this enamel, you can make your car a "this year's model"—at least in appearance—by giving it a snappy looking Satin finish, such as is now used on practically all new cars.

It's no trick at all to get a good looking job with Great Western Oil Lacquer. In fact, you'll get a better looking finish with this material than with any product you have ever used because it brushes more easily and levels up to a smoother surface than do most products recommended for this purpose.

And the finish which this Enamel produces is one of utmost durability. Great Western Oil Lacquer does not mar or scratch easily, and will not check, crack, nor peel. Neither will it fade out or lose its original beauty and attractiveness. Instead, it actually improves in appearance with age.

4-HOUR DRY

Great Western Oil Lacquer dries hard in 4 hours, making it possible for you to repaint your car without sacrificing its use for more than a day.

Great Western Oil Lacquer is a long-oil finish for automobile bodies which can be applied with a brush in the regular way and does not require the installation of special equipment for its application. It produces a beautiful, semi-lustrous, satin-like finish, such as is so extremely popular among automobile owners at the present time.

Great Western Oil Lacquer may also be used for repaint work where the old finish is in fairly good shape and is not to be removed. Sand the old finish well and apply one or two coats of Great Western Oil Lacquer of the desired color. If two coats are applied, allow about four hours between coats for drying.

If the body is in unusually good shape and free from file marks and other defects, Great Western Oil Lacquer may then be applied to the bare metal without any undercoats—and with very satisfactory results.

For the automobile painter who wants to remove the old finish and surface his job, we suggest that he use our Metal Primer and then as many coats of the Surfacer as required, finishing with the enamel.

All the Latest Colorings!

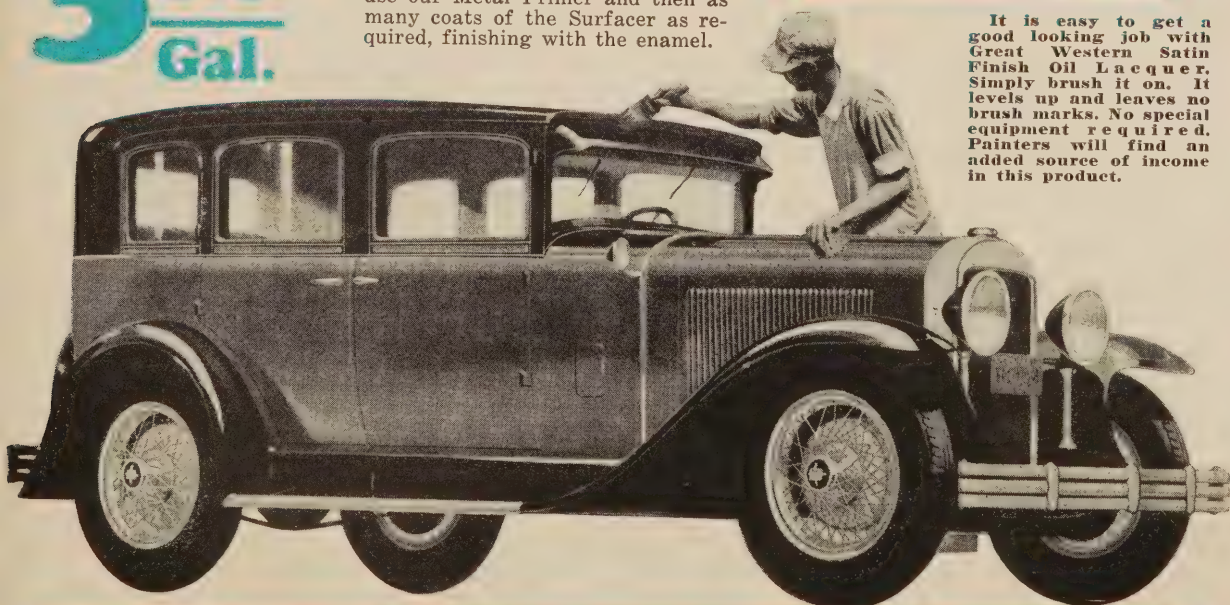
Great Western Satin Finish Oil Lacquer is made in the most desirable colors. It may be used on furniture or any place that an eggshell finish is desired. It is very durable and may be washed without injury to the surface. This is really a very high grade product and will give perfect satisfaction in every way.

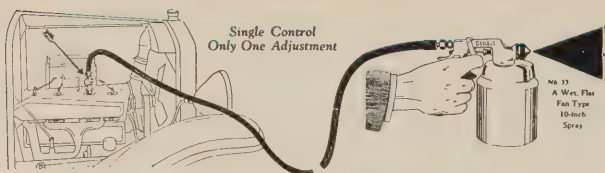
COLORS	Gal.	Qt.
316—Coach Painters' Red	\$3.50	\$1.00
312—Green Gray	3.50	1.00
314—Rich Blue	3.50	1.00
317—Maroon	3.50	1.00
313—Royal Green	3.50	1.00
307—Cream	3.50	1.00
318—Light Gray	3.50	1.00
315—Coach Painters' Blue	3.50	1.00
319—Black	3.50	1.00
311—Light Yellow	3.50	1.00
320—White	3.50	1.00

This Satin Finish Oil Lacquer is easily applied. Levels up to a smooth surface. Colors will not fade, thus insuring lasting beauty. Paint your car with this product and see for yourself just how good it looks.

It is easy to get a good looking job with Great Western Satin Finish Oil Lacquer. Simply brush it on. It levels up and leaves no brush marks. No special equipment required. Painters will find an added source of income in this product.

3.50
Gal.





AUTO-POWER SPRAYER

Here is a spray gun which is the equal of many three and four hundred dollar outfits. It is the most satisfactory instrument in a low-priced sprayer that we have yet found. It gives you abundant power when attached to any car, truck or tractor engine. The Auto-Power Air-Pressure valve fits into any spark plug opening. It is provided with an intake valve which permits free passage of air to the cylinder on the down stroke. This air is compressed on the upward stroke of the piston and forced out through the outlet valve to the attached air hose.

The Auto-Power Sprayer Unit No. 33 is equipped with a Binks gun and two interchangeable nozzles, two air-pressure valves, and 25 lineal feet of air hose, and all necessary unions and fittings. Additional lengths of air hose may be used if desired. Regular retail price is \$39.50.

Our wholesale painter's price is

23⁵⁰
=
Complete

Cadillac Wagon and Carriage Paint

This paint is particularly adapted for general work on wagons, buggies, carriages, porch chairs, wicker work, farm wagons, carts, plows, mowing machines, etc. It is mixed with varnish and gives a good appearance with one coat although two coats give a much better job, and better gloss.

Easily applied and durable. May be used on automobiles and finished off with a coat of good coach varnish to give a fine job. The surface to be painted should always be well cleaned and free from dirt.

Prices

	Gal.	Quart	Pint
No. 220—Black	\$2.25	\$0.65	\$0.35
No. 223—Chrome Green	2.35	.70	.40
No. 224—Yellow	2.75	.80	.50
No. 225—Blue	2.75	.80	.50
No. 226—Carmine Red	3.00	.85	.50

GREAT WESTERN UNDERFRAME BLACK

No. 3554

Great Western Underframe Black is a quick-drying, high gloss black. A pigmented black with such exceptional covering capacity that one coat will cover solid over any color, or even over rusty iron. It stays black.

This material has no equal in touching up around garages, auto paint shops, etc. We have sold great quantities of this material over the past three and one-half years and have never had a complaint on it.

Per gallon	\$1.60
Per quart55

GREAT WESTERN AUTO TOP

DRESSING—No. 3555

This top dressing dries to an egg-shell finish, reproducing the actual appearance of new pantasote. Rubs easily and dries very quickly. Provides a thoroughly waterproof finish for automobile tops.

Quart	\$0.85
Pint50

Bran-U 4-Hour Auto Enamel

A quick-drying, jet black enamel suitable for automobiles or carriages. Dries out of dust in 40 minutes and hard ready for use in four hours. You can put this on in the morning and your car will be ready to go by noon. Extremely popular with the man who paints his own car. Made in black only.

Bran-U is easy to use. It is suitable for any metal surface such as iron railings, furnaces, gas stoves, engine frames, motor frames, etc. Free from brush marks, streaks or laps. Will not crack or blister. This enamel is fine for a hurry-up job where economy is desired. For a first-class job, use our Satin-Finish Oil Lacquer.

Prices

No. 3205—Per gallon	\$2.10
No. 3205—Per quart65
No. 3205—Per pint40

Creosotine Wood Preserver

For Preserving Wood from Decay and Boring Insects

A pure liquid creosote oil ready for use.

Easy and simple to apply.

Requires no apparatus.

Applied by either brush or dip method.

Equally efficient either above or below ground.

Creosotine is a heavy, black oil, containing high percentages of Carbolonium and heavy Anthracenes, which clog and seal the pores of the wood, preventing absorption of moisture and consequent decay.

Tests and experience prove CREOSOTINE equal in every respect to any wood preservative oil on the market. We will gladly furnish sample.

We invite comparison with any wood preservative oil on the market.

You will find our CREOSOTINE equal in efficiency, and a decided saving.

No. 9194—Per gallon

\$0.60

Containers Sold Extra. See Page 47.

Double Strength COLORS IN OIL

SCIENTIFICALLY DEVELOPED



No product that we manufacture gets more time and attention than our colors in oil. Only strictly pure dry colors without any adulteration are used in compounding our colors in oil. We are constantly striving to obtain pigments with better tone and greater tinting strength.

We keep a standard sample of each of the raw materials that we use. In buying dry colors for grinding, we select the shades which are most practical for painters' use, one which has a maximum tinting strength and which will grind in a minimum amount of oil as oil reduces the tinting strength. The color which we buy must come up to our standard in every respect and Mr. Hughes will not permit the acceptance of anything which is not first quality.

Every shipment of dry colors is tested just as we test the samples sent by the manufacturer. After this testing is complete, we test the oils.

The grinding is done by experienced men who have become expert through years of service in this work. After each grinding the product is carefully tested. Every step in the manufacture is checked. Inferior material cannot enter our factory and no mistake of grinding can occur without being found by the laboratory and remedied.

We are proud of our oil colors which have been built up through this system, and invite comparison with any on the market, regardless of brand or price.

Blacks

	1-Lb. Cans, Per Lb.	1x6 Tubes, Each
450 Lamp Black, refined	\$0.38	\$0.19
451 Ivory Drop Black33	.17
482 Coach Black33	.17
483 Sign Writers' Black38	.19

Blues

	1-Lb. Cans, Per Lb.	1x6 Tubes, Each
454 Prussian	\$0.75	\$0.38
455 Ultramarine55	.28
481 Cobalt55	.28
488 Chinese75	.38

NOTE—Prussian Blue is put up in ¼-lb. cans at 25c per can. Ultramarine is put up in ½-lb. cans at 30c per can.

Browns

	1-Lb. Cans, Per Lb.	1x6 Tubes, Each
458 Turkey Burnt Umber	\$0.35	\$0.20
457 Turkey Raw Umber35	.20
460 Italian Burnt Sienna35	.20
459 Italian Raw Sienna35	.20
461 Vandyke Brown47	.25

Greens

	1-Lb. Cans, Per Lb.	1x6 Tubes, Each
462 Chrome Green, light	\$0.35	\$0.18
463 Chrome Green, medium35	.18
464 Chrome Green, dark35	.18
479 Store Front Green30	.15
465 Bottle Green30	.15

Yellows

	1-Lb. Cans, Per Lb.	1x6 Tubes, Each
466 Chrome Yellow, lemon	\$0.40	\$0.20
467 Chrome Yellow, medium40	.20
468 Chrome Yellow, orange40	.20
469 Golden Ochre35	.18
470 French Ochre30	.15

Reds

	1-Lb. Cans, Per Lb.	1x6 Tubes, Each
474 Sunfast Red	\$0.75	\$0.38
471 Indian Red25	.13
472 Tuscan Red50	.25
480 Venetian Red30	.15
473 Red Oxide30	.15
475 Permanent Red50	.25
476 Victoria Vermillion75	.38
477 English Rose Pink50	.25
478 English Rose Lake75	.38

NOTE—The above prices are for 1-lb. cans. The price in 5-lb. cans is ½c per lb. less and in 12½ and 25-lb. cans 1c per lb. less than these prices.

Heavy Paste Colors

Special Colors in Oil

Pure English Venetian Red in Oil, No. 487

12½ pounds, per pound	\$0.13
25 pounds, per pound12
100 pounds, per pound11

English Red Oxide Ground in Oil, No. 486

12½ pounds, per pound13
25 pounds, per pound12
100 pounds, per pound11

Flat Brick Red in Oil, No. 496		50	pounds, per pound	\$0.35
12½ pounds, per pound		100	pounds, per pound33
25 pounds, per pound					
100 pounds, per pound					
Princes Mineral Brown in Oil, No. 498					
12½ pounds, per pound					
25 pounds, per pound					
100 pounds, per pound					
Pure French Ochre in Oil, No. 484					
12½ pounds, per pound					
25 pounds, per pound					
100 pounds, per pound					
Green Semi-Paste					
Light, X-299 Medium, X-300 Dark, X-303					
12½ pounds, per pound					
25 pounds, per pound					

**SPECIAL
COLOR
IN
OIL
ASSORTMENT
\$12.00**

450 Lampblack4 @ 38c	\$1.52	463 Chrome Green Medium 2	@ 35c	\$0.70
451 Dropblack2 @ 33c	.66	466 Chrome Yellow—Lem'n 1	@ 40c	.40
454 Prussian Blue 2—¼-lbs.	@ 25c	.50	467 Chrome Yellow—Med. 3	@ 40c	1.20
455 Ultramarine Blue			468 Chrome Yellow—O'nge 1	@ 40c	.40
1—½-lb.	@ 30c	.30	469 Golden Ochre1 @ 35c	.35
457 Raw Turkey Umber..2	@ 35c	.70	470 French Ochre3 @ 30c	.90
458 Burnt Turkey Umber..3	@ 35c	1.05	480 Venetian Red4 @ 30c	1.20
459 Italian Raw Sienna..6	@ 35c	2.10	475 Permanent Red1 @ 50c	.50
460 Italian Burnt Sienna..1	@ 35c	.35	476 Victoria Vermillion1 @ 75c	.75
461 Van Dyke Brown.....1	@ 47c	.47	477 Rose Pink1 @ 50c	.50

REGULAR PRICE, \$14.55—SPECIAL PRICE, \$12.00

GREAT WESTERN DRY COLORS

Prices on Containers:

25-lb. container	\$0.40
50-lb. container55
100-lb. container80
Usual charge of 30c for whitening barrels.		
No charge for other full barrels.		

WHITES

	Less	
Bbls. Quantity	Per lb.	Per lb.
8821 White Lead, strictly pure	\$0.13	
8874 French Zinc, green seal	.16	
8807 American Zinc, Sterling	.10	
8831 Plaster Paris, N. Y. Dental	.04	
8842 Whiting, extra, gilders'	\$0.01½	.02½
8877 Silver White	.02½	.03¼
8868 White Ochre	.02½	.03¼
8866 Silix	.02½	.03¼

BROWNS

	Per lb.
8270 Vandyke, German	\$0.15
8224 Umber, Turkey, Raw	.10
8227 Umber, Turkey, Burnt	.10
8208 Sienna, Italian, Raw	.18
8223 Sienna, Italian, Burnt	.18

BLUES

	Per lb.
8166 Prussian, genuine powdered	\$0.45
8167 Ultramarine	.30
8168 Cobalt, powdered	.30
8169 Chinese, powdered	.45

YELLOWS

	Per lb.
8975 Chrome Yellow, C. P.	\$0.28
8913 Dutch Pink	.30
8952 Ochre, Bermuda, 350-lb. bbls.	.04
8953 Ochre, Oxford, 350-lb. bbls.	.04
8954 Ochre, French	.08

BLACKS

Lampblack barrels are charged at 30c each.

	Per lb.
8066 Lampblack, ordinary, 1s.	\$0.26
8066 Lampblack, ordinary, ½s.	.28
8066 Lampblack, ordinary, ¼s.	.32
8001 Lampblack, Germantown, 1s.	.30
8001 Lampblack, Germantown, ½s.	.34
8001 Lampblack, Germantown, ¼s.	.38
8059 Drop Black, Eng., powdered	.15
8060 Carbon Gas Black	.26
8061 Graphite, Best Mexican	.10
8062 Graphite, ordinary	.06
8067 Black Lead	.10

GREENS

	Per lb.
8313 Chrome Green, genuine	\$0.16
8308 Paris	Market

REDS

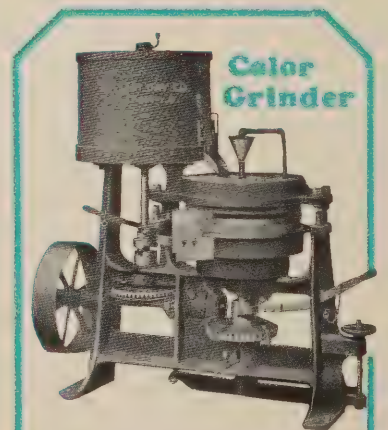
	Per lb.
8634 Vermillion, American	\$0.52
8614 Indian, super, English	.18
8647 Indian, ordinary, English	.18
8648 Tuscan, pure English	.35
8685 Rose Pink, English	.30
8653 Orange Mineral	.20
8602 Permanent Red	.35
	Bbls. Per lb.
8655 Mortar Red, per lb.	\$0.03 \$0.04
8649 Venetian, Eng., Imp., lb.	.03½ .05
8656 Venetian, American, per lb.	.03 .04

FINE LAKES

8684 Rose Lake, per lb.	\$0.42
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MINERAL PAINTS

	Per	Per
8690 Princess Metallic, D. L., 300-lb. bbls.	\$4.00	\$0.05
8644 Lowe's Metallic, 400-lb. bbls.	2.50	.03½
8875 Gray Ochre, 350-lb. bbls.	2.50	.03½
8876 French Gray, 350-lb. bbls.	2.50	.03½
8657 Spanish Brown, 350-lb. bbls.	4.00	.05



Great Western Colors in Oil are ground in mills such as the one shown above. The greatest of care is taken in their manufacture and this accounts in no small measure for the success which follows their use. Test out these colors and see for yourself their high quality.

NEW AND BETTER

Great Western Special Overalls

\$1.10

JACKETS SAME PRICE
A REAL VALUE

Here is one of the best values in a low priced overall on the market. It really is a wonderful value for the money. Made as shown in the picture, with large triangle brush pocket and two patch pockets in front. Rule and putty knife pocket. Hip pocket. All sizes carried in stock.

While this overall does not compare with the Lee Brand shown at the right, it does not cost as much and really is a good article when you consider the price is below a dollar. Order an overall and a jacket and try them out.

No. 5793—Overall, each **\$1.10**

No. 5792—Jacket, each **\$1.10**

Lee Overalls

Made Especially for
Painters and Paper
Hangers

Leading value in painters' overalls. Double guaranteed by the H. D. Lee Mercantile Company and the Great Western Paint Manufacturing Co. Designed for comfort, long wear and convenience. Made from special Lee Herringbone White Twill. Can't - Rust Brass Buttons, large triangle brush pocket, lined hip pocket, lined rule and putty knife pocket and reinforced triple-stitched seams are features. All sizes in stock. Order direct from us.

No. 5791—Lee Overall, each \$2.10
No. 5790—Lee Jacket, each 2.10

PRICE PER GARMENT

JACKETS
SAME
PRICE

\$2.10

Kangaroo Work Shirts

An Extra Value Blue Shirt

A fine yarn blue cambray shirt. The selection of yarns going into this shirt is one of careful consideration to get a yarn which combines softness with pliability and good wearing qualities.

The design of this shirt has also the exceptional merit of being worked out on what we term graduated shirt bodies. This means that the shirt is designed for each particular size as to neckband, armholes, through the chest and the length. For illustration, we mean that we do not use one or two patterns in a range of sizes with only the neckband changed for proportionate fit.

Lee's Painter's White Shirt

Construction the same as the Blue Chambray Kangaroo Shirt, except that the material is medium weight fine-yarn herringbone twill. This is a special material made to combine coolness in the summer and still stand much washing.

No. 5826—Each \$1.50

The shirt we are featuring is of the open front or coat style listing and carries two convenient pockets of ample size. Only the finest of heavy pearl buttons are used and these are sewn to the shirt with a stout wear-resisting thread.

No. 5794—Each 98c



Price Each

98c

GREAT WESTERN PREPARED WAX

Here is a wax which is the equal of any on the market today. Yet it is lower in price than any standard brand. Great Western Prepared Wax gives a beautiful and lasting finish to floors, woodwork, furniture, automobiles, linoleum and similar articles. Made in paste form only. Try a can of this wax and compare it with any brand you ever used. You will find it will save you money.

No. 6308—1-lb. Cans
No. 6308—2-lb. Cans
No. 6308—4-lb. Cans

40¢ **Per Pound**

Jewel Floor Wax

No. 6303



1-lb. can	2-lb. can	5-lb. can
.45	.85	2.15

Johnson's Crack Filler



No. 6310

No. 1 size containing about 1 lb. \$0.28
No. 2 size, containing about 2 lbs.55
No. 5 size, containing about 5 lbs. 1.20

STOP CRACK



No. 6301

A crack filler which is also a germicide, containing a disinfectant which is sure death to germs. A big improvement over putty. Dries hard and will not shrink nor fall out. Stays soft indefinitely if can is kept tightly covered.

Per lb.
1 and 2-lb. cans \$0.30
5 and 10-lb. cans30

Dry Wood Stains

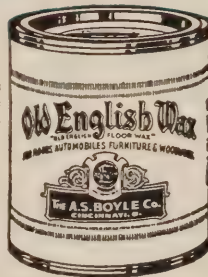
To be dissolved in warm or boiling water or alcohol, regulating the proportions according to the shade required. These stains are absolutely pure, non-fading and rich in tone.

Per lb.
6225 Mahogany Fast Red, No. 514. \$2.50
6226 Mahogany Fast Brown, No. 516 1.90
6227 Walnut, No. 89. 1.25
6228 Yellow, Orange. 1.75
6229 Golden Oak, soluble water only 2.25
6230 Golden Oak, soluble alcohol only 2.50
6231 Ebony (Powdered), Jet Black, soluble in alcohol only. 2.25
6232 Ebony (Crystals), Jet Black, soluble in water only. 1.75

Old English Wax

No. 6302

For more than a quarter of a century Old English Wax has maintained the highest standard of quality. It imparts a more beautiful and lasting finish, and has greater covering capacity than other prepared waxes on the market. It is the standard polish for floors, woodwork, furniture, automobiles, linoleums and leather goods. Made in paste form only.



No. 1 size \$0.60
No. 2 size 1.10
No. 4 size 2.15

Old English Liquid Wax

No. 6300

The only product on the market that cleans and polishes a waxed floor without removing the wax. It leaves a light film which polishes beautifully, protects against heel marks and scratches, and makes the finish last twice as long. Is good for all floors and woodwork, whether waxed, varnished or shellaced. Particularly good for polishing furniture. Contains no oil, so will not collect dust, discolor the wood or soil rugs.



Pints, each \$0.47
Quarts, each 1.00

Johnson's Powdered Wax

No. 6306

Large cans, each. \$0.70
Medium cans, each. .40
Small cans, each. .30



JOHNSON'S WOOD FILLER

No. 6311

Per lb.
In 1-lb. cans \$0.30
In 5 and 10-lb. cans.24
In 25-lb. cans22

Johnson's Prepared Wax



No. 6304

Per lb.

No. 1 size, containing about 1 lb. \$0.55
No. 2 size, containing about 2 lbs.55
No. 4 size, containing about 4 lbs.55



\$5.10 Waxing Outfit for Only \$3.90

No. 6325

1 Old English Waxer-Polisher. \$3.90
1 Can Old English Paste Wax.45
1 Can Old English Liquid Wax.75
1 Valuable Book on Floor Care. Free

Special Price \$5.10
YOU SAVE 3.90

YOU SAVE \$1.20



Great Western Paste Wood Filler

For Open Grained Woods

In natural wood finishing the quality of the Paste Wood Filler is a feature on which the final appearance of the work largely depends. It must work short, rub off easily without pulling out, dry absolutely hard, sand without rolling up, and must positively not shrink or expand. A filler to answer these requirements must be properly ground in the best of vehicles and carry a pigment which will give the necessary stability. Poor fillers permit the varnish coats to sink and pit, and any number of varnish coats will not remedy a faulty filler coat.

Per lb.

No. 199—Light, in 100-lb. cans. \$0.14
No. 199—Light, in 25-lb. cans. .16
No. 199—Light, in 12½-lb. cans. .17
No. 199—Light, in 5-lb. cans. .18
No. 199—Light, in 1-lb. cans. .20

ALUMINUM PAINT

Compartment Cans



This is the only practical silvering lacquer for producing genuine silver leaf effects.

This lacquer gives a new best quality of Aluminum Leaf Bronze and a special Aluminum Bronze Lacquer for use in decorative painting.

Venus Aluminum Lacquer is put up in double compartment cans, each containing the material necessary until ready for use. Thus insuring freshness of the stock and preventing oxidation.

Put up in four sizes as follows:

	Price List	Per Lb.
1/4 Pint		\$0.30
1/2 Pint		.50
1 Pint		.85
1 Quart		1.60

THE OLD ENGLISH

Electric Floor Polisher

No. 6330

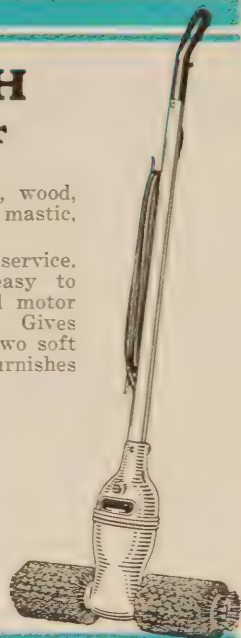
For quick waxing of all kinds of floors, wood, linoleum, varnished, shellaced, tile, terrazo, mastic, rubber tile, composition, etc.

This polisher was built to withstand hard service. Large polishing capacity yet light and easy to handle. Equipped with a powerful universal motor for use on 110 volts of D.C. or A.C. current. Gives the brush a speed of 1,200 to 1,500 R.P.M. Two soft bristle brushes cut polishing time in half. Burnishes the wax to a hard surface.

The bearings of the machine all run on S.K.F. ball bearings, which insure ease of action and long life. Not necessary to oil. Rust-proof plating on all steel parts. The motor is air-cooled. Bakelite handle with trigger switch. Equipped with 20 feet of rubber covered cable.

Free: 1 Wax Mop, 1/2 Gallon Old English Liquid Wax, and Guarantee.

Price, complete\$39.00



COLORED BRONZES

These bronzes are specially prepared for use on fancy lacquers, plastics, specialties, ordinary decoration, signs, etc. Packed in one- and screw-top cans and also in double paper packages.

	Per Lb.	Per Oz.
001—Venus Extra Brilliant Bronze	\$1.50	\$0.15
002—Venus Extra Brilliant Orange	1.50	.15
003—Venus Patent Turkey Red	2.65	.25
004—Venus Patent Light Blue	1.90	.20
005—Venus Patent Emerald Green	1.80	.20

SPECIAL

DECORATIVE BRONZE

	Per Lb.	Per Oz.
006—Venus Superior Patent Pale Gold	\$1.50	\$0.15
007—Venus Roman Gold	1.85	.20
008—Venus Polished Bronze	2.10	.15
009—Venus Statuary	2.95	.20
010—Venus Venus Martin	1.50	.15
011—Venus French Palegold Leaf	1.70	.15
012—Venus Royal Gold Leaf	1.85	.20

These bronzes are particularly suited for interior work where specially decorative effects are desired.

GENERAL DECORATIVE BRONZES

These bronzes are of highly suitable quality for all ordinary purposes. Packed in 1-lb. screw-top cans and also in double paper.

	Per Lb.	Per Oz.
013—Venus Pure Gold Brilliant	\$0.90	\$0.10
014—Venus Pure Metal Leaf Palegold	1.20	.15
015—Venus Pure Metal Leaf Rosegold	1.20	.15
016—Venus Natural Copper	1.20	.15
017—Venus G. C. P. Aluminum	1.20	.15
018—Venus G. C. P. Aluminum per 1/2 lb.	.65	

GOLD AND SILVER LEAF

	Per Pkg.	Per Book
019—XX Gold Leaf Deep	\$15.65	\$0.80
020—Patent Gold Leaf	16.30	.90
021—Royal Gold Leaf	14.45	.75
022—Pale Gold Leaf	14.45	.75
023—Silver Leaf	3.00	.20
024—Aluminum Leaf Metallic	1.70	.15

Per books contain 24 leaves of 25 leaves per book.

LINING & STRIPING

GOLD BRONZES

For striping lining or lacquering on polished smooth, enameled, glazed or baked surfaces. Put up in 1-lb. screw-top cans and double paper.

	Per Lb.	Per Oz.
025—Venus Finest Aluminum Lining No. 1	\$4.70	\$0.30
026—Venus Finest Coach Striping No. 1	4.35	.30
027—Venus Deepgold Lining No. 1	4.35	.30
028—Venus Palegold Lining	3.30	.25
029—Venus Deepgold Lining	3.30	.25

BRONZING LIQUID

Gibraltar Enamel Liquid No. A36

In Gallon Cans, per gallon	\$1.75
In Quart Cans, each	.60
In Pint Cans, each	.40
In 1/2-Pint Cans, each	.25

FROSTING

	Per Lb.	Per Oz.
030—White	\$0.50	\$0.10
031—Diamond Frost	.65	.10

GOLD PAINT

COMPARTMENT CANS

The only practical gold leaf lacquer for producing gold leaf effects. A combination of the finest gold flake and a special binding lacquer. Put up in double compartment cans thus insuring freshness.

No. 6021

1/4 Pint	\$0.30
1/2 Pint	.50
1 Pint	.85
1 Quart	1.60



DOUBLE XX CLEANER

No. 9052

It cleans—and it does not raise the grain

For Floors and Flat Woodwork: Double X removes varnish and shellac from floors and woodwork in double-quick time. One pound will clean 15 square yards.

Note: When it comes to cleaning floors and woodwork that have only dirt, grease or wax on them, Double X puts the average floor cleaner to shame. Try it!

For Tile and Enamel: Nothing less than wonderful are the results Double X gives in cleaning and bleaching the floors and side walls.

For Inlaid Linoleum: You will find Double X a splendid cleaner for inlaid linoleum, too!

Made exclusively by Schalk Chemical Co., Los Angeles.

Price, per pound.....\$0.60

Banish Old Methods

Save "elbow grease" by using this new and wonderful cleaner. It cleans 100% clean.

Great Western Cleaner Cleans and Renews

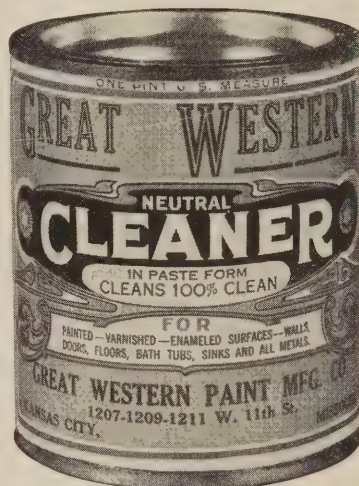
Enameled, Varnished and Painted surfaces, such as Walls, Doors, Floors, Chairs, Window Sills, etc.

Automobiles, Furniture, Victrolas, Planos, Desks, Chairs, and Interior Woodwork.

Mop Oiled Floors, Linoleum, Gas Stoves, Refrigerators, Kitchen Cabinets, Sinks, etc.

Exterior Terra Cotta, Marble, Stone, Tile and Painted Buildings.

Cleans and Polishes Silver, Aluminum and Enamelware, Glassware, China, Soda Fountains, Bathtubs, Lavatories, Marble and Tile, Nickel, Copper, Brass, etc.



No. 9059

Gallon

\$1.75

Quart

60c

No. A-94

The Magic Paint Foundation

DRI-SEAL

Seals the Pores—The Ideal Sizing for All Work

Dri-Seal for Plastered Walls

Dri-Seal absolutely eliminates all possibility of burning out, prevents dampness, alkali and air pressure. Prevents peeling, cracking, chalking, blistering and scaling. Absolutely no glue sizing is required when Dri-Seal is used.

Mix 1 gallon Dri-Seal with 1 gallon flat wall paint for first coat; one pint to one quart Dri-Seal to each gallon flat wall paint for second coat.

Absolutely prevents flat or gloss paint burning out on plastered walls, when used straight or mixed half and half with wall paint and makes the enamel stand out with a higher gloss.

Dri-Seal for Tiffany Work and Decorating

Dri-Seal is the perfect foundation for use over paper or canvas when Tiffany or similar decoration is to be used, as it gives a perfectly sealed base upon which to work and increases spreading.

One-half Dri-Seal in flat paint over paper spreads three times as far as when Dri-Seal is not used.

Dri-Seal for Woodwork

Dri-Seal gives a hard, firm surface which sands as smooth as glass. Seals the pores perfectly and "stands up" like a coat of Shellac. By adding 1 quart of Dri-Seal to 1 gallon flat white, a superior primer results and higher gloss appears in the enamel.

Dri-Seal added to flat white gives superior flowing qualities. If any paint shows brush marks, add Dri-Seal.

Dri-Seal Mixes Perfectly With "40-40-20"

For First Coat outside woodwork old or new, reduce 40-40-20, or white lead with one-half Dri-Seal and one-half linseed oil. In using, note carefully the increased spreading given by Dri-Seal in comparison to your old way.

Dri-Seal for Sealing Knots or Pitchy Lumber

The addition of one gallon Dri-Seal to each gallon of Pure Linseed Oil Paint over lumber containing knots, pitch or rosin effectively seals the surface and prevents such spots from coming through the other coats of paint to be applied. If such lumber is to be exposed to the sun practically all day, (as on the south side of a building), Dri-Seal may be used straight to touch up such knots and pitchy spots before the priming coat is applied, thus giving double assurance of a permanent sealing job. Allow plenty of time for each coat to harden over knotty or sappy lumber.

Dri-Seal Prevents "Lime Burns"

To eliminate all possibility of burning out, peeling, cracking, or scaling on plaster walls by doing away with suction or dampness and sealing in the alkali and air pressure, use half Dri-Seal and half Wall Paint on first coat.

To increase the sealing qualities and bring out a higher gloss on any enamel add 1 quart to 1 pint of Dri-Seal to each gallon of flat white on the second coat.

\$2.00

Gallon, in Ones

\$1.90

Gallon, in Fives

\$1.80

Gallon in 50-Gal. Bbl.

Painters Specialties

KLING KO-NA SIZE

No. 7752

A paste filler for walls and woodwork. To be used over hard finish or soft finish plaster, stucco, concrete or brick; over dyed fabric surfaces and painted or varnished plaster walls.

Kling Ko-Na prepare such surfaces for paper-hanging, calkmining, painting or enameling. Kling Ko-Na is a white powder prepared for use with boiling water. It forms a plaster-like, elastic surface which holds firmly over glass-smooth surfaces or over soft and spongy grounds. Five pounds of Kling Ko-Na covers about 100 square yards.

1-lb. packages, per package.....\$0.38
5-lb. packages, per package.....1.25

De Luxe Wall Size

No. A18

For perfect satisfaction, all new walls should be sized before painting. It is absolutely necessary that all new walls be sized to prevent hot spots or burning. De Luxe Wall Size should also be used for wall board, beaver board, or burlap. This is the toughest and best size possible to produce. It is moisture proof and produces a perfect and uniformly sealed surface.

In 5-gallon kits, per gallon.....\$1.50
In 1-gallon cans, per gallon.....1.60

U-KAL-O Wall Size

No. 7753

The most practical and economical sizing material on the market. One pound of U-KAL-O dry wall size, when mixed with boiling water, makes two gallons of perfect size that will make an ideal surface on plasters, wood, burlap or canvas, to which it is intended to apply Kalsomine, flat wall paint or paper.

1-lb. package, per package...\$0.33

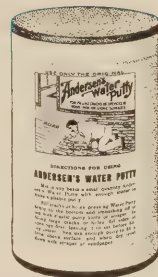


Cold Water Putty

No. 6342

For filling cracks or crevices in wood, iron or stone surfaces. It will fill any opening, large or small. For filling cracks in old floors, it has no equal. It neither cracks, shrinks, nor crumbles. Mixed with plain water. Requires no special liquid. Hardens in a very short time and can always be painted, stained or varnished the same day.

1-lb. packages\$0.18



A STAR VALUE

Great Western Paint and Varnish Remover

No. 9053

Licensed under Chadeloid License No. 714,880

This is not a cheap imitation but an exact reproduction of the highest grade removers on the market. This product is produced from formula licensed under Chadeloid agreement and is the formula used by almost all manufacturers of paint and varnish remover. A powerful liquid which will remove an old finish or paint film, leaving the surface bare and clean. Flow on liquid with a soft bristle brush set in glue. Allow to stand five or ten minutes and then scrape with a putty knife. If necessary, give a second or third application. When surface is clean, wash thoroughly with benzine or turpentine.



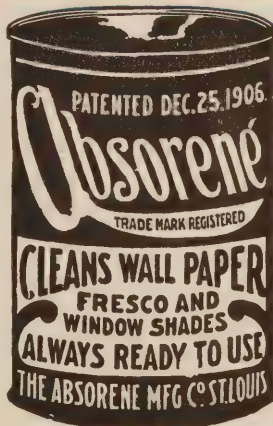
Gals.	½ Gals.	Qts.	Pts.	½ Pts.
\$1.60	\$0.90	\$0.50	\$0.30	\$0.20

SAVABRUSH

No. 9509

Cleans old paint from brushes, removes old wax from floors and woodwork. Also removes paint from glass quickly with little effort.

Price, 1-pound package\$0.50



Absorene Wall Paper Cleaner

The best known and most successful wall paper cleaner on the market. We have sold it for years and recommend it wholeheartedly.

Big Money in Cleaning Wall Paper

Usually after wall paper has been hung for a year or two it becomes finger-marked, dingy and dirty. A splendid income can be derived from cleaning such paper for your customers. Jobs of this kind allow you to keep busy when weather prevents outside work. Use Absorene for best and quickest results.

No. 9050

Each	Per doz.
10c	\$1.10

Alabastine Deep Positive Shades

Sold in 1-lb. packages.

No. 7007—No. 7, per lb.....	\$0.23
No. 7013—No. 13, per lb.....	.18
No. 7017—No. 17, per lb.....	.18
No. 7002—No. 2, per lb.....	.18
No. 7008—No. 8, per lb.....	.58
No. 7010—No. 10, per lb.....	.21
No. 7001—No. 1, per lb.....	.21
No. 7003—No. 3, per lb.....	.18
No. 7015—No. 15, per lb.....	.21
No. 7097—No. 97, per lb.....	.21
No. 7098—No. 98, per lb.....	.24
No. 7005—No. 5, per lb.....	.23
No. 7018—No. 18, per lb.....	.27
No. 7006—No. 6, per lb.....	.39
No. 7009—No. 9, per lb.....	.27
No. 7012—No. 12, per lb.....	.45
No. 7014—No. 14, per lb.....	.58
No. 7016—No. 16, per lb.....	.25

SUNDRIES

	Each
9109—Alum, ground	\$.09
9503—Coal Tar, per bbl.	12.00
9025—Emery Flour	.07
9026—Emery Paper, per quire	.60
9027—Emery Cloth, per quire	1.25
8065—Fillers, Keystone, Black	.04
8877—Fillers, Silver White	.03 1/4
9504—Glazier's Points, 00 to 3, 1/2-lb. pkg., doz.	1.75
9103—Glue, Irish, genuine	.30
9104—Glue, Ribbon	.25
9105—Glue, Brown, No. 80	.30
9106—Glue, White, No. 20	.40
9107—Glue, Ground, light	.20
Special quotations on barrels upon application.	
9507—Pine Tar, 4 doz. pints in case, doz.	1.50
9508—Plumbago	.10
9185—Pumice Stone, lump, carriage	.20
9186—Pumice Stone, powdered, F. F., fine	.10
9187—Pumice Stone, bricks, 1 1/4 lbs., each	.50
9188—Rotten Stone, powdered	.10
9189—Rubbing Brick, Eureka, each	.15
9531—Rubbing Felt, gray	4.00
9177—Shellac, Gum Orange	Market
9176—Shellac, Bleached	Market



Old Newark Patching Plaster

No. 9140

Made from the finest imported Canadian Gypsum, the last word in a smooth-working, pure-white patching plaster. Made on the same base as your plaster and scientifically retarded so as to allow ample time for working. Sets up in from twenty to thirty minutes and does not contain lime or any other material injurious to even the most delicate colors.

5-lb. package, per package.....\$0.35
2 1/2-lb. package, per package... .22

Rutland Patching Plaster

No. 9141



This material should be used by decorators and others in repairing plaster and in pointing and patching stucco and brick surfaces. It is a scientifically prepared mortar of fine texture and it has none of the faults of the materials commonly used for these purposes. It sets slowly enough to be handled satisfactorily and at the same time sets quickly enough to be worked or plastered over in a short time, if necessary, and will dry within a few hours. It does not shrink nor crack and will not discolor

paint or paper, thus eliminating the necessity of covering patches with a coating of shellac to prevent absorption.

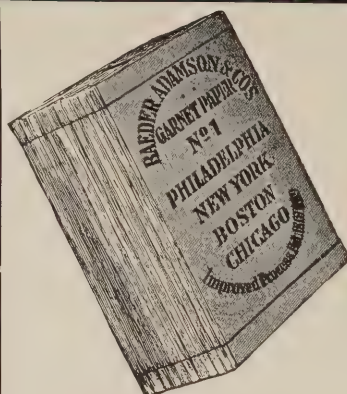
In 3 sizes of packages—

2-lb. packages, each.....\$0.25
5-lb. packages, each......35
8-lb. packages, each......50

LePAGE'S LIQUID GLUE

No. 9108

	Each	Per doz.
1-oz. size, bottle, with brush	\$0.17	\$1.65
1/2-pint cans, no brush	.40	4.00
Pint cans	.70	8.00
Quart cans	1.15	12.00
1-gallon cans	3.35	36.00



Best Flint Sand Paper

	Per Ream	Per Quire
9035—No. 00	\$5.00	\$0.27
9036—No. 0	5.00	.27
9037—No. 1/2	5.10	.29
9038—No. 1	6.00	.32
9039—No. 1 1/2	7.00	.39
9040—No. 2	8.00	.45
9041—No. 2 1/2	9.50	.55
9042—No. 3	10.50	.60
9043—Asstd., 00 to 3	7.00	.40

Wet or Dry Garnet Finishing Paper

	Per Quire
9029—No. 2-0	\$0.75
9030—No. 3-0	.75
9031—No. 4-0	.75
9032—No. 5-0	.75
9033—No. 6-0	.75
9034—No. 7-0	.75

Linseed Oil Putty

No. 6341

Strictly Pure

	Per 100
In 100 -lb. steel kegs	\$0.06
In 50 -lb. steel kegs	.06 1/4
In 25 -lb. steel kegs	.06 3/4
In 12 1/2 -lb. cans	.07
In 5 -lb. cans	.08
In 2 -lb. cans	.09 1/2
In 1 -lb. cans	.11

Smalts

6086—Extra V Black	\$0.12
6087—Nonpareil Black	.12
6088—Ultra Blue	.18
6085—Chrome Green	.15
6090—Vermilion	.20

Concrete Patcher

No. 9142

Just the thing for patching cracks in stucco, sidewalks, foundations, factory concrete floors and docks, or any concrete work. Buy a small package of this to make repairs instead of going to a lumber yard for concrete, sand, etc. Much handier. Simply mix with water and apply with putty knife or trowel.

3-lb. package, per package.....\$0.25
5-lb. package, per package......35



SPONGES

9512—Nassau Velvet Cuts, for stippling, each	\$0.75
9523—Nassau Sheepswool Cuts, for stippling, each	1.50
9524—Rock Island Sheepswool Cuts, for autos, ea.	1.15

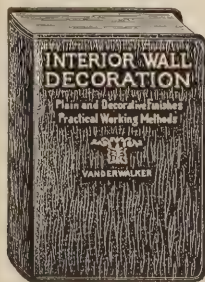
BOOKS

PAINTERS

INTERIOR WALL DECORATION

Practical Working Methods for Plain and Decorative Finishes, New and Standard Treatments Fully Illustrated By

F. N. VANDERWALKER



rics. 500 Pages. Bound in Leatherette. No. 9307—Price \$4.00

The New Artistic and the Novelty Finishes; Color Stippling; Glaze Colors, Tiffany Blending and Mottling; Spatter Work; Plaster Staining; Sand Float; Sponge-Stipple; Spanish Palm Finish; Roman Travertine; Old English; Holland; French Caen Stone; Italian Plaster and Other Artistic Rough Textures; Decorative Wall Panels; Plain Painting Jobs and Calcimining Methods; Preparing the Surfaces; Hanging Wall Fab-

THE MIXING OF COLORS AND PAINTS

By F. N. Vanderwalker. 296 Pages, Fully Illustrated With Color Chart and Drawings. Cloth.

No. 9308—Price \$2.00

Color Formulas Paint Mixing Formulas

Useful Color Cards Description, Properties, Theory, Harmony and Management of Colors.

Color Use and the Mixing of Colors and Paints for Interior Decorating, House Paint-

ing, Arts and Crafts, Furniture and Polychrome Finishing.

The following chapter heads show the scope of the book:

- 1—Color and Light
- 2—Description of Color Pigments
- 3—Properties of Color Pigments
- 4—How Colors Are Prepared for the Trade
- 5—Basic Paint Pigments
- 6—Painting Oils
- 7—Volatile Thinners and Driers
- 8—General Paint Mixing Methods
- 9—Color Theory, Principles and Use
- 10—Colored Paint Mixing Methods
- 11—Mixing Special Purpose Materials
- 12—Color Harmony and Management
- 13—Selecting Color Schemes
- 14—Printing Inks

No. 9300



structions written and illustrated in a practical manner. It contains lesson sheets and review questions, ninety-six designs in complete composition, with color note for each; 160 pages of practical text matter, and 75 alphabets. As an every-day reference book for active sign painters, it stands alone—replete with color schemes, color notes and color composition. This revised edition contains an outdoor display section with text and thirty-two new layouts.

The Art of Sign Painting

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This book

embraces

a series of

instructions

written and

illustrated in

a practical

manner. It

contains lesson

sheets and

review questions,

ninety-six designs

in complete

composition,

with color note

for each; 160

pages of practical

text matter, and

75 alphabets.

As an every-day

reference book

for active sign

painters, it

stands alone—

replete with

color schemes,

color notes and

color composition.

This revised

edition contains

an outdoor display

section with text

and thirty-two

new layouts.

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By F. H. Atkinson Size 9x12, 256 Pages, Fully Illustrated.

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This book is

written in

three sections:

(1) Educational—

containing practical

instruction in color

and technique,

gives the true

system of estab-

lishing "tone,"

also how to estab-

lish the "key";

elementary

and advanced

drawing. The

chapters on

Perspective

are thorough

and fully

illustrated. (2)

Scene Painting—

everything from

equipping a

studio to

finished scenes.

(3) The Bulletin

Art section is

devoted to the

latest methods

in use by

bulletin artists,

gives all preliminary

steps, scaling,

treatment of

the surface, "control"

of values, drawing

pounces, composition,

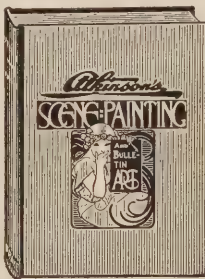
restrictions,

standard palettes.

Every sign painter

should have this

book.



drawing. The chapters on Perspective are thorough and fully illustrated. (2) Scene Painting—everything from equipping a studio to finished scenes. (3) The Bulletin Art section is devoted to the latest methods in use by bulletin artists, gives all preliminary steps, scaling, treatment of the surface, "control" of values, drawing pounces, composition, restrictions, standard palettes. Every sign painter should have this book.

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A practical

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book for Card

Writers. In a

clear and

concise

manner it

presents all

that can be

desired in

method, execution

and design, as

practiced in

up-to-date

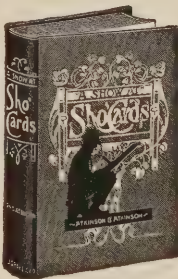
show card

studios. The

book is rich

in suggestions

of ways



of producing novelties, of materials used in producing unique effects, gives all the popular card-writing alphabets and a large list of phrases for inscriptions.

This book embodies the results of twenty-five years' experience in designing, sign and pictorial painting. It meets the needs of experienced card writers as well as the student.

Art of Show Card Writing

By Chas. J. Strong Size 8x11, 240 Pages, Fully Illustrated.

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This is a new

edition of

Strong's

earlier work

on the same

subject. It is

greatly enlarged,

and printed on

plate paper

from new

plates. The

principal

subjects are:

Alphabets;

Brush Manipulation;

Pen Work;

Show Card

Colors and

Inks; Tools

and Materials;

Value

of Show Cards;

Laying Out

the Inscription;

Charges;

Examples

and Methods;

Panels;

Tickets;

Show Card

Phrases;

Ornaments;

Borders;

Seasonable

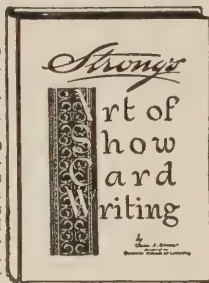
Decorations;

Theory and

Practice;

Monograms,

Fully Indexed.



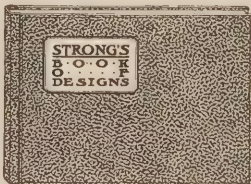
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Leatherette, Gold Stamping.

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This book is

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Over 300 designs

are printed

in from two to

twenty-four

different colors.

The several

divisions of

the book include

poster, book

cover, ribbon,

pen and ink

designs, also

tinted air

brush, flowers

and ornamental

designs, ideas

for show cards,

new and original

alphabets, many

of which are

in colors, sign

ends and hanging

signs, letter-

heads, business

cards, scrolls

and panels—the

whole constituting

a masterpiece of

ornamental

art of the highest

value to the

sign painter,

card writer and

commercial

artist.

No. 9313—Price \$4.00

No. 9310—Price \$1.20

No. 9310—Price \$1.20

New Stencils and Their Use

By F. N. Vanderwalker 12mo. 148 Pages, Illustrated. Cloth. Ink Stamp-

ing.

No. 9310—Price \$1.20

This book is

an orderly

presentation

of the

essentials of

good stencil

work and covers

the latest styles

and methods

for homes,

churches, lodge

halls and small

theatres. It

is neither too

technical nor

yet too artistic

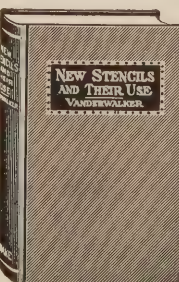
in its method

of treatment.

The following

chapter headings

show the scope



The Value, Use and Abuse of Stencil Decorations; Classification and Selection of Stencils; Stencil Making; Colors and Color Harmony; Working Operations; Some Good Jobs Illustrated; Ceiling, Floor and Fabric Stenciling; Lining and Striping.

Automobile Painting
By F. N. Vanderwalker
12mo., 200 Pages,
Illustrated.

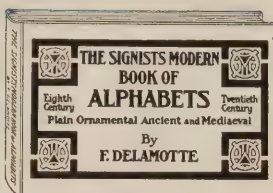
Cloth, Ink Stamping.
Price\$1.50

This new book covers the subject in great detail from the viewpoint of the car owner, the garage repair man, and the house painter who wishes to enter the field as an off-season business. Definite answers to all specific questions which naturally arise in the mind of one not familiar with the work are given in a clear and simple way. The painting of new cars and the repainting of old ones by several different methods are fully covered. Tools and materials are described and illustrated. Working methods for priming, surfacing, rubbing and varnishing are made perfectly plain. Factory processes in spraying, dipping, flowing-on and baking are discussed. The subjects of other chapters are: Carriage and Wagon Painting, Initials and Monograms, Color Schemes and Automobile Paint Shop Plans.

No. 9302



No. 9314



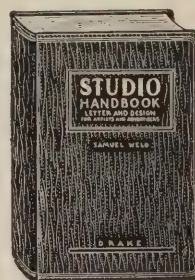
Among the various texts are Old English, Saxon, German, Italic, Perspective, Greek, Hebrew, Court Hand, Engraving, Tuscan, Riband, Gothic, Rustic and Arabesque, with several original designs, numerals, Church Text, draftsman's, surveyor's, mason's, decorative painter's and engraver's texts. A whole page is devoted to each style of alphabet, which makes the book thoroughly practical and complete. Printed on heavy plate paper.

The Signist's Modern Book of Alphabets
By F. Delamotte
Large Octavo,
200 Pages, 100
Designs.

Cloth, Stamped
in Ink.
Price\$1.50

This elaborate collection includes plain and ornamental, ancient and mediæval alphabets.

No. 9315



Studio Handbook—Letter and Design
By Samuel Welo

Commercial Art for Advertising. Hand Lettered from Cover to Cover.

Leatherette.
233 pages.

Price\$3.00

This new book for artists and advertisers comprises every conceivable style of letter and design used in modern advertising. The following extracts from the Table

of Contents shows something of the scope: 50 Styles of Occasional Lettering; Arrangement; Balance in Lay-outs; Panels; Corners; Page Rules; Borders; Ribbons; Dingbats, 150 Designs; Masks; Type Characters; Publication Sizes; Modern Alphabets (62 Pages); Trade Marks, Monograms; Numerals; Helpful Hints.

No. 9305



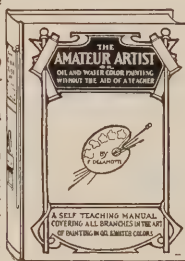
Estimates, Costs and Profits—House Painting and Interior Decorating
By F. N. Vanderwalker
12mo., 133 Pages, 14
Illustrations.

Cloth, Ink Stamping.
Price\$1.50

This new edition furnishes every detail needed to estimate on painting and decorating. It shows how to figure a profit on every job. It includes chapters on overhead cost, paint shop management, and shows a plan for a modern paint shop. Other sub-

jects treated in detail are: Capacity per gallon of Paint, Varnishes, Enameling, Shellac, Size and Filler, Calcimining, etc., on various surfaces. It shows the correct way to figure prices per square or square foot for painting; prices other contractors charge for various kinds of painting and decorating. The author's connections with the Paint Information Bureau of the Carter White Lead Company gives him inside information on all these points which are essential to the success of every painter.

No. 9303



The Amateur Artist or Oil and Water Color Painting Without the Aid of a Teacher
By F. Delamotte

Large 12mo., 160
Pages, Fully Illus-
trated.

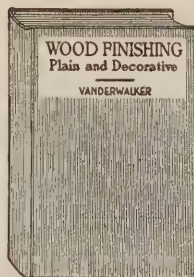
Cloth, Stamped in
Ink.

Price\$1.50

The aim of this book is to instruct the student in the fundamental principles of oil and water color painting. The knowledge it contains is available alike to the amateur,

whose only desire is to beautify the home and to pass pleasant hours at agreeable work, and also to those students who lack the opportunities afforded by art schools. It contains instruction in landscape and flower painting, crayon or pastel painting, china painting, pen and ink drawing, flat sheet metal work, pyrography, together with a full list and description of all materials and implements.

No. 9304



Wood Finishing, Plain and Decorative
By
F. N. Vanderwalker

A book of formulas and detailed instruction in Method, Tools and Materials. Period Finishes. Staining, Filling, Varnish, Painting, Enameling, Glazing, Lacquers.

360 pages, cloth.
Price\$2.00

Wood Finishing in General; Preparation of New and Old Surfaces; Stains in General; Factory Pre-

pared Stains; Water Stains; Aniline; Chemical Water Stains; Color Pigment; Dyewood; Spirit Stains; Oil Stains; Stain Mixing, Brushing and Procedure; Wood Fillers; Varnish and Shellac; Varnishing, Rubbing, Polishing; Varnish Defects; Lacquers; Wax and Oil Rubbed Finishes; Trim; Working Operations; Woods, Brush Graining; Decorative Wood Finishes; Repairing Damaged Finishes.

No. 9306



The Ross Crane Book of Home Furnishing and Decoration
By Ross Crane

Founder of National Better Homes Movement

A Practical, Authoritative, Sympathetic Guide for the Home-maker and Decorator.

Large 12mo., 275
Pages. Illustrated
with 6 Color Plates
and 115 Other Illustrations and Drawings.

Price\$3.00

A few of the outstanding features of this new book are: How to Furnish and Decorate a Living Room for \$600; Curtaining the Window; Modernizing an Out-of-Date Living Room; Putting Individuality into a Six-Room Flat; How to Finish Floors, all the Steps in; Painting Old Furniture; Getting Color and Character into Bedrooms; Furnishing the Sun Room; New Ideas for the Dining Room; How to Use Color—with thirty color schemes for all the Rooms of the House.

Modern Painter's Cyclopaedia
By F. Maire

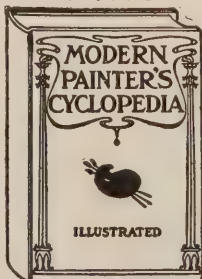
12mo., 464 Pages,
106 Illustrations and
8 Plates.

Cloth, Stamped in
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This is the most useful book ever written for painters. The more important subjects are: Adulteration of paints, blistering, brushes, calcimining, carriage painting, china painting, colors, color harmony, color mixing, testing, estimating, exterior painting, enameling, flattening, fresco painting, gilding and bronzing, glazing, graining, house painting, marbling, oils, and driers, paper hanging, sign and scene painting, stains and staining, stenciling, varnishes, "vehicles," wate colors.

No. 9309



STENCILS

We are increasing our line of stencils this year. Those shown on this page are new. Among them you will find furniture stencils as well as wall stencils. Order by number.



3 IN. HIGH No. 9800 30¢



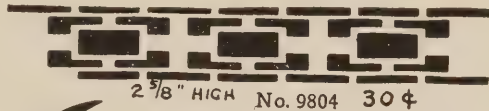
7 1/2" HIGH 40¢ No. 9801



3 IN. HIGH No. 9806 30¢



No. 9802 3 1/4 IN HIGH 25¢



2 7/8" HIGH No. 9804 30¢



11 1/4" No. 9812 65¢



8x8 No. 9809 30¢



No. 9803 6 3/8" HIGH - 30¢



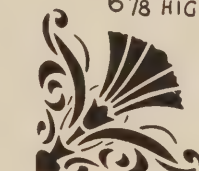
3 1/2" HIGH No. 9805 25¢



1 5/8" No. 9813 25¢



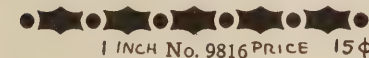
No. 9807 6 1/2" - 35¢



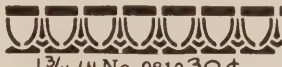
6x6 No. 9817 30¢



4 1/2 IN No. 9808 75¢



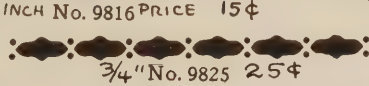
1 INCH No. 9816 PRICE 15¢



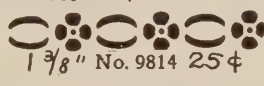
1 3/4 IN No. 9810 30¢



3 1/4" - No. 9811 35¢



3/4" No. 9825 25¢



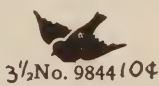
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1 INCH No. 9815 30¢



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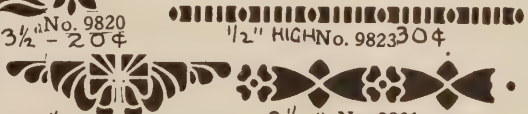
No. 9820 3 1/2" - 20¢



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3" HIGH - No. 9832 30¢



1 1/2" HIGH No. 9823 30¢

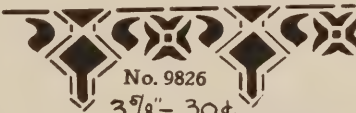
9 No. 9818 25¢

2 1/4" No. 9846 25¢

2 1/2" No. 9821 25¢



3 7/8" No. 9845 20¢



No. 9826 3 7/8" - 30¢



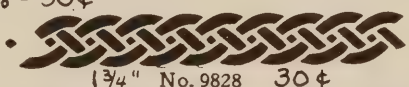
2" HIGH No. 9833 PRICE 25¢



No. 9840 6" - 25¢



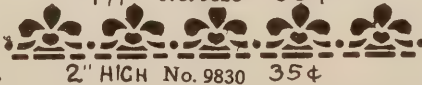
No. 9842 4" - 16¢



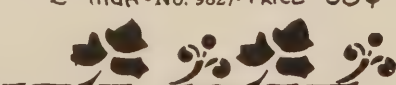
1 3/4" No. 9828 30¢



2" HIGH - No. 9827 PRICE 30¢

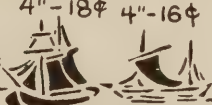


2" HIGH No. 9830 35¢

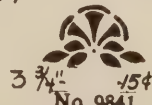


2 7/8 No. 9829 30¢

6 1/2" No. 9837 10¢



4 1/2" - 55¢ - No. 9831



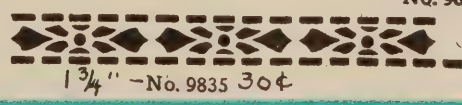
3 3/4" 15¢ No. 9841



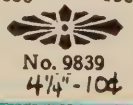
No. 9838 15c



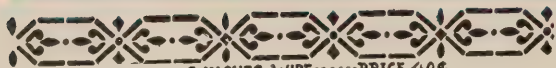
2 3/8" No. 9834 40¢



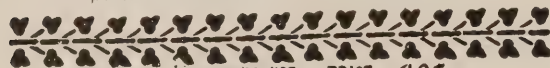
1 3/4" - No. 9835 30¢



No. 9839 4 1/4" - 10¢



No. 9206 3 INCHES WIDE.....PRICE 40¢



No. 9211 3 INCHES WIDE...PRICE - 40¢



No. 9215-3 inches wide, 80c



No. 9220-2 inches wide, 50c



No. 9223-7 inches wide, 80c



No. 9227'-5½ in. wide, 70c



No. 9230-10 in. wide. 80c



No. 9245 3 INCHES WIDE PRICE 40¢



No. 9208-3 INCHES WIDE ---- PRICE 30¢



No. 9216-2 inches wide, 60c



No. 9222-2½ inches wide, 50c



No. 9231 4 in. wide. 80c



No. 9233 9½ INCHES WIDE PRICE 90



No. 9239 12-INCHES WIDE PRICE 70¢



No. 9207 -2¾ INCHES WIDE--PRICE 40¢



No. 9212--10½ INCHES WIDE--PRICE 80¢



No. 9214-2 inches wide, 60c



No. 9218-9 inches wide, 80c



No. 9221 -8½ inches wide, 80c



No. 9224 -11½ inches wide, 80c



No. 9229-1½ in. wide. 40c



No. 9246 - 4-INCHES WIDE--PRICE 50¢



No. 9248-14¾-INCHES WIDE--PRICE \$1.00



No. 9251 width 2½ in. 50¢



No. 9255 2 INCHES WIDE PRICE 40¢



No. 9256 -3 in. wide. \$1.00



No. 9258-8 in. 65c



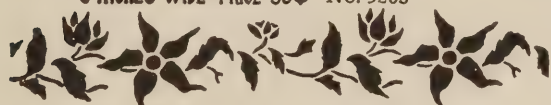
No. 9201 10 INCHES WIDE PRICE 60¢



9 INCHES WIDE - PRICE 50¢ No. 9202



6 INCHES WIDE - PRICE 30¢ No. 9203



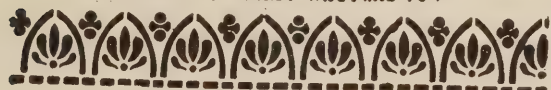
No. 9205 6 INCHES WIDE - PRICE 50¢



No. 9209 5 INCHES WIDE - PRICE 50¢



No. 9210 5 1/2 INCHES WIDE - PRICE 40¢



No. 9213 5 INCHES WIDE - PRICE 90¢



No. 9217 5 inches wide, 50¢



No. 9219 2 inches wide, 60¢



No. 9240 9 INCHES WIDE PRICE 75¢



No. 9247 10 INCHES WIDE PRICE 50¢



No. 9252 5 1/2 INCHES WIDE PRICE 75¢



No. 9253 4 INCHES WIDE PRICE 50¢



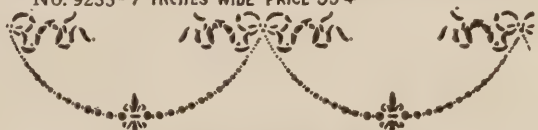
No. 9226 4 1/2 in. wide, 75¢



No. 9228 5 in. wide, 80¢



No. 9235 7 INCHES WIDE - PRICE 55¢



No. 9242 9 INCHES WIDE - PRICE 60¢



No. 9243 4 INCHES WIDE PRICE 50¢



No. 9249 3 INCHES WIDE - PRICE 40¢



No. 9250
Width 15 1/2 in.
\$1.50



No. 9232 3 1/2 in. wide, 60¢



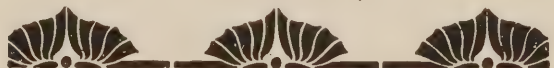
No. 9234 7 1/2 INCHES WIDE PRICE .80



No. 9236 8 INCHES WIDE - PRICE 60¢



No. 9244 5 INCHES WIDE PRICE 40¢



No. 9254 4 INCHES WIDE PRICE 50¢



No. 9200 10 1/4 INCHES WIDE - PRICE \$1.50

Ladders and Tools

QUALITY PAYS

Quality should be the first consideration in buying ladders. Positively the last thing which should be considered is price, because life, health and happiness depends on the ladder.

SUGGESTIONS FOR CARE OF LADDERS

Ladders are usually shipped in the white, because a coat of paint applied by the manufacturer might be used to cover up defects. Nevertheless, every ladder should receive one or more coats of paint before being used. When not in use it should be kept under cover and either laid flat on the floor or suspended from pegs or nails placed about four feet apart.

SUPERIOR

STRONG

Solid
and
Safe



STEP LADDER

Here is an extra strong step ladder for general purposes. Legs are firm and well braced. Will stand hard usage. Made of selected pine with malleable iron and pressed steel fittings. Truss rods under each step. Extra braces under bottom step. Special handle spreader.

No. 5008— 5 ft., each.....	\$3.25
No. 5009— 6 ft., each.....	3.75
No. 5010— 7 ft., each.....	4.25
No. 5011— 8 ft., each.....	4.75
No. 5012—10 ft., each.....	6.00

PAINTER'S FAVORITE

LIGHT
WEIGHT
YET
STRONG
AND
STURDY



STEP LADDER

This ladder is unexcelled for painters desiring an extra strong, dependable ladder. It can also be used as a trestle. Made of selected Pine. Fittings of pressed steel. Four heavy crescent irons brace each step. Solidly braced and heavily ironed throughout. Built to stand hard usage, yet light in weight.

No. 5013— 6 foot, each.....	\$3.30
No. 5014— 8 foot, each.....	4.65
No. 5015—10 foot, each.....	6.00

SAFETY FIRST—BUY GOOD LADDERS!

Extension Trestles

Safe and Efficient

This improved extension trestle is built on an entirely new principle. The metal sleeves which guide the extension or sliding section are held rigidly in place by the stiles of the lower trestle. This ladder folds flat when not in use.

Specifications:

Material: Norway Pine

Rungs: Hickory

Fittings: Malleable

PRICE

No. 5215—6 ft., extend-
ing to 10 feet, per pair **\$18.50**



Step Ladder With Shelf

Steps full rodded. A good, strong family ladder.

No. 5003—4 ft.	\$1.25
No. 5004—5 ft.	1.60
No. 5005—6 ft.	2.00
No. 5006—7 ft.	2.50
No. 5007—8 ft.	2.80

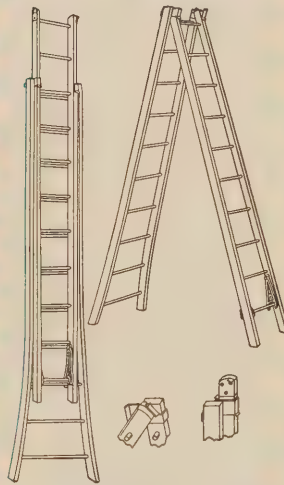
TRESTLE LADDERS

EXTENSION



These ladders are built for strength and ease of handling. Heavy stock is used throughout, and the construction is very solid. A very desirable and dependable ladder wherever trestles are needed for either indoor or outdoor work. Made of Norway pine with rungs of hickory. The rungs are staggered, giving a six-inch rise to staging. Heavy eyebolt hinges. The price quoted is for a pair (2) trestles. Thus, a pair of 10-foot trestles means forty feet of trestle ladder.

No. 5210— 6 ft., per pair	\$ 7.50
No. 5211— 8 ft., per pair	9.90
No. 5212—10 ft., per pair	12.00
No. 5213—12 ft., per pair	15.50



Combination Step and Extension Ladder

This is the handiest and best step and extension ladder made. Can be used as a trestle, step or extension ladder. Spruce stiles and hickory rungs make an exceptionally light and serviceable ladder.

No. 5100—6 ft. Step or 12 ft. Extension	\$3.75
No. 5101—8 ft. Step or 16 ft. Extension	5.00



Ladders

This is a first class extension ladder. Made in two sections. Very strong, but light and easy to handle. Sections may be taken apart and used as separate ladders. Made of Norway pine with rungs of hickory. Fittings of malleable iron.

No. 5102—20 ft.	\$ 6.75
No. 5103—24 ft.	8.25
No. 5104—28 ft.	9.25
No. 5105—30 ft.	10.00
No. 5106—32 ft.	11.00
No. 5107—36 ft.	12.25
No. 5108—40 ft.	14.00

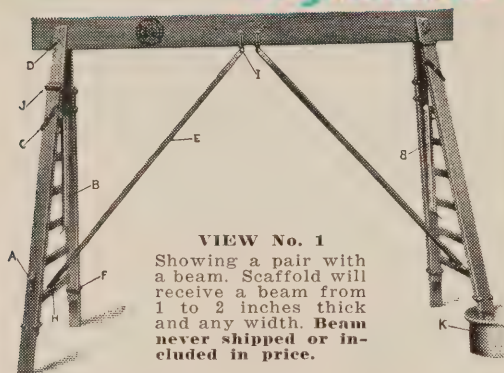
Great Western Can Satisfy

Your Painting Needs!

The Great Western line is one of the most complete in America. Everything quality merchandise and right up to the minute. Make your purchases all from Great Western and get the advantage of

the big profit sharing bonus which is given you under our profit-sharing plan. It will pay you to do so.

Adjustable Folding Scaffolds



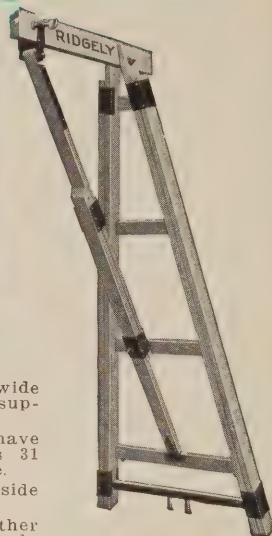
VIEW No. 1

Showing a pair with a beam. Scaffold will receive a beam from 1 to 2 inches thick and any width. Beam never shipped or included in price.



VIEW No. 3

Showing scaffolds in use in painting a house.



VIEW No. 2

Showing one scaffold with bumper nose open ready for business.

The wood is very best of Norway pine or fir.

"A"—Iron step; no stepladders needed to get up and down.

"B"—Brace for bumper "G" as per view 2; when not in use it drops down and locks, likewise bumper nose as in view 3.

"C"—Steel forgings that grasp the rail, making it absolutely safe, no matter how high you have it extended.

"E"—Heavy brace used when cross beam is used; always goes with the scaffold. Steel forged.

"F"—Steel forged clamp with wing nut, additional strengthening of ladder when extended, and a lock holding it together when closed.

"G"—Bumper nose 31 inches long, 3½ wide and 2 inches thick. This is the platform support; see it in use on opposite page.

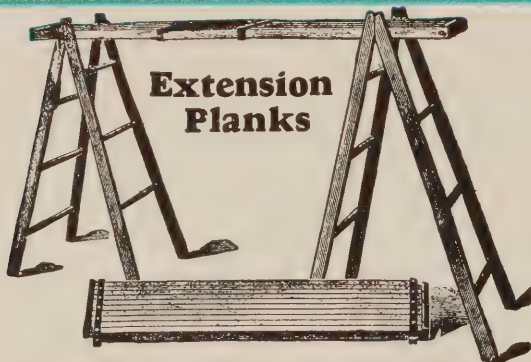
Please note, no matter how high you have the scaffold extended, you are always 31 inches from the wall and positively safe.

"J"—Steel forging holding the two side rails together.

"K"—Step showing one leg on it; the other three are on the floor, but beam is perfectly level, adjustable any way you want it.

No. 5204—6½ ft., extends to 10½ ft. Spread of legs when not extended, 26 inches. Spread of legs when scaffold is extended, 42 inches.

No. 5204—Price, per pair, **\$24.00**



Extension Planks

Every artisan who has had experience with staging will appreciate the great merit of this invention; the advantages may be summed up as follows:

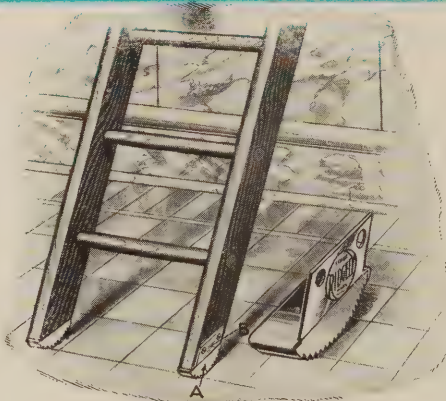
Can be adjusted to fit any space. Does not spring. Will not warp. Always lies even. Affords a firm footing. Lighter than a plank of equal size. Very strong and durable. Can be carried up any stairway.

Made of finely selected southern pine, strongly ironed, well riveted and thoroughly inspected. Twelve inches wide.

No. 5125—6 ft. closed, 10½ ft. extended, 11½ in. wide, each, **\$4.75**

No. 5126—8 ft. closed, 13½ ft. extended, 11½ in. wide, each, **6.00**

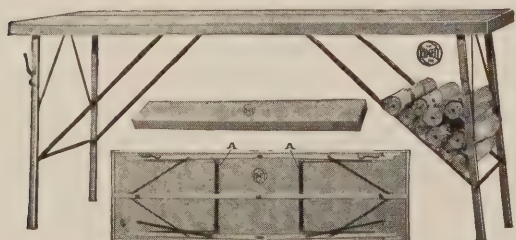
No. 5127—10 ft. closed, 17½ ft. extended, 11½ in. wide, each, **7.00**



Never-Slip Ladder Shoe

Protects floor on inside, protects slipping on the outside; fits step ladder or ladder. "A" is the best rubber, ½ inch thick with heavy corrugations. "B" is steel shoe that screws to ladder.

No. 5219—Price, pair, **65¢**



Improved Folding Paste Table

The lightest and most substantial on the market; also space and hooks for carrying straightedge and tools.

No. 5208—7 feet long, each, **\$6.50**

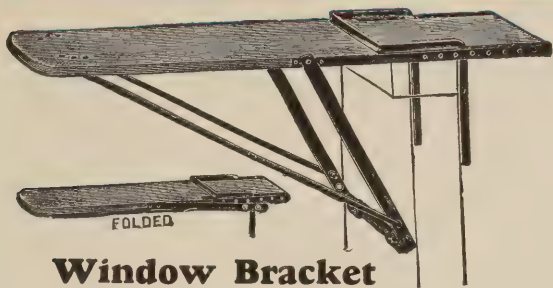
No. 5209—8 feet long, each, **\$6.75**



No. 2 Folding Trestles

Made from select hard maple, adjustable to various heights from 30 to 34½ inches, with no pins to bother with, and always retains a perfect level on top. **\$1.90**

No. 5205—Per pair, **\$1.90**



Window Bracket

No. 5220—Strong, folds up closely and weighs but 24 lbs. It is safe and can be quickly adjusted to any window. Useful for setting glass and painting sash. Size, 4 ft.
Each\$7.00

Ridgely Ladder Jacks



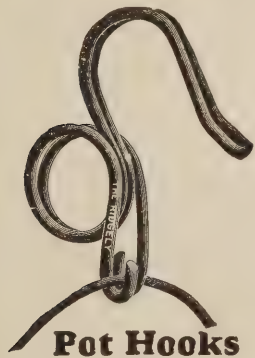
Ladder Jacks

No. 5202—Per pair . \$3.00

Ridgely Ladder Hooks

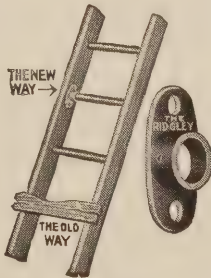


No. 5201—Price each \$0.65



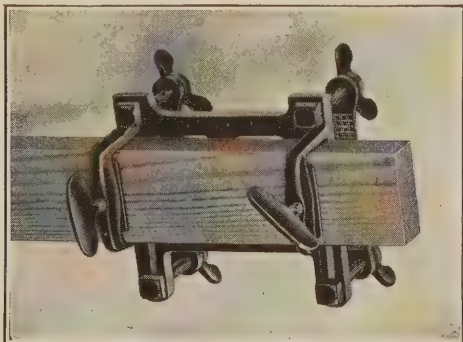
Pot Hooks

Heavy galvanized wire. Will not come off. With finger loop.
No. 5802—Each\$0.10



Ladder Rung Replacers

Made of steel. Will repair a broken rung as good as new in 5 minutes.
No. 5218—Each\$0.10



Ladder Extension

Quickly attached to ladders of all kinds. Adjusts to any required length. Equipped with extension leg three feet long. When used on narrow stairways it adjusts so that the base of the extension remains the same width as base of ladder.
No. 5221—Price, per pair.....\$4.25

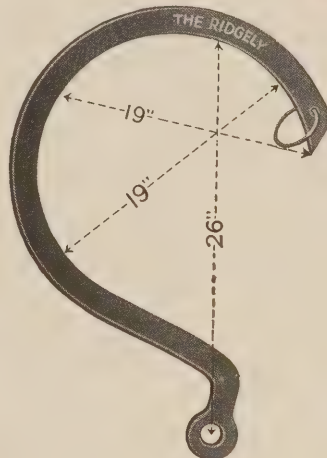
No. 5788 Scaffold Iron

Scaffold irons with safety backs, slip a piece of 2x4 in loops at top and you can't fall off backwards. Made of best steel. Weigh 45 lbs. per pair, and will hold down a weight of 2,000 lbs.

Price, per pair.....\$6.95



Stage Hooks



No. 5786

Size of steel is 2" wide by 5/8" thick and a pair will stand a load of 1,500 lbs. absolutely safe.

Price, pair.....\$5.50

No. 5787

Large size steel, 2"x5/8", and a pair will stand a down load of 1,400 lbs., absolutely safe. Where cut says 19" is 21" and 26" is 37" in this one.

Price, pair.....\$6.25

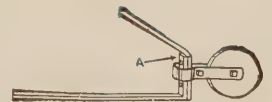
These hooks are made of high-carbon steel and will stand the load we claim. You can buy cheaper hooks and we could furnish hooks to look just like them for half the money, but our policy is—where life is at stake, spare no expense.

Roller Bumper

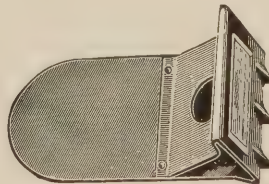
No. 5500

This roller bumper can be attached to any scaffold iron in two minutes. Never shipped with scaffold irons unless ordered, as they are extra.

Per pair\$2.20

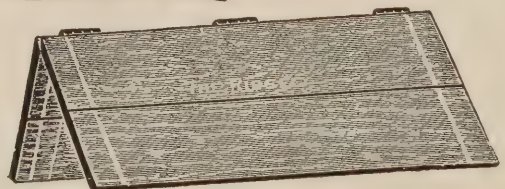


Roof Brackets



This pressed steel shoe rests firmly in the roof. Absolute security. No more nailing cleats.

No. 5789—Each\$0.70



Paste Board

Seven feet long, 23 inches wide, 11 1/2 inches closed; made of white wood with four battings; 3 brass hinges; weight about 10 lbs.

No. 5206—7 feet long.....\$3.35

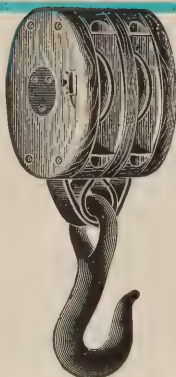
No. 5207—8 feet long..... 4.00



Iron-Strapped Blocks

In sets of four blocks, consisting of two single with becket, two double without becket, patent roller bushed.

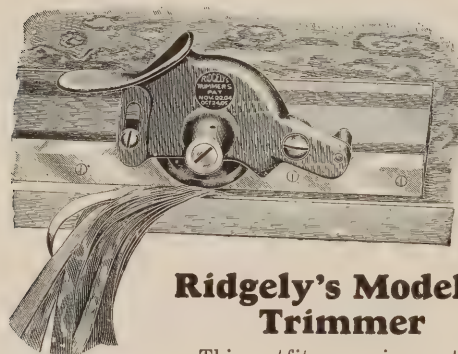
No. 5222—6-inch shell.
Takes $\frac{3}{4}$ -inch rope.
Per set **\$11.00**



Ridgely's Trimmer Straightedge

Made of finest selected stock. Guaranteed to be true. Screwless brass edges are now anchored for life, and the method of anchoring the brass to the edge does away with screws working loose to jim your blades.

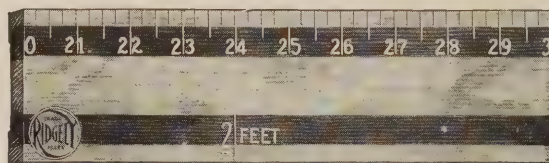
No. 5479—7-foot straightedge \$3.75
No. 5480—8-foot straightedge 4.25



Ridgely's Model D Trimmer

This outfit comprises a trimmer, straightedge and zinc strip three inches wide, on which the paper to be cut is laid.

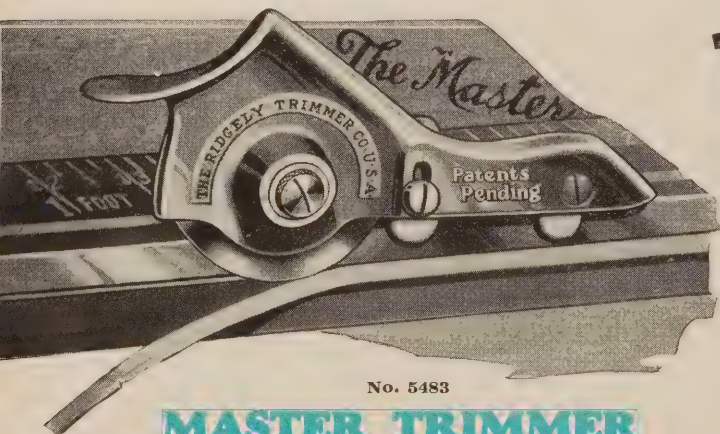
8-foot outfits complete	\$7.00
7-foot outfits complete	6.50
5481—Trimmer only	2.75
5479—Straightedge only, 7-foot	4.00
5480—Straightedge only, 8-foot	4.50
5484—Trimmer Blades55
5485—Zinc Strip38



Brass Bound Straightedge

Made of finest selected stock. Well seasoned and brass bound. For knife use only.

No. 5475—6-ft., each \$3.30
No. 5476—7-ft., each 3.50
No. 5477—8-ft., each 3.70



No. 5483

MASTER TRIMMER

The Talk of the Trade. This is Ridgely's new trimmer, and the one that you want. The shape is materially changed to perfectly adjust the leverage. It comes to you greased for a life-time as well as a box of grease for use on the bearings.

It is much easier and much more accurate than the old-style trimmer. It has a perfect adjustment in the blade and runs on roller bearings, thus eliminating all friction. It has the proper shape to work with comfort and has a large leverage, which requires no filing and will last for years.

No. 5483—Each **\$3.50**



Ridgelite Straightedge

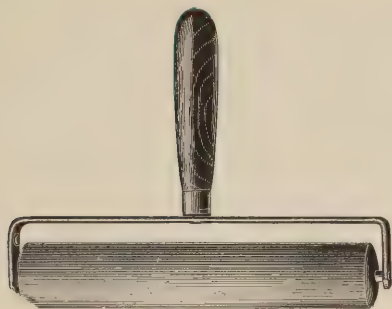
Ridgelite is the modern miracle. What has heretofore been thought impossible, science has now accomplished. At last we have a straightedge which is unaffected by heat, moisture or age. It is always perfectly straight and as strong or stronger than wood.

Think what it means to have a straightedge that is true at all times, regardless of conditions. It is made of a composition as hard as stone and as smooth as glass. This composition is molded into a straightedge which is always straight. It is absolutely guaranteed for 20 years. May be used with any Ridgely trimmer. Note the slot on the under side made of angle brass. Just slip your zinc in there for convenience and protection in carrying.

If you like a fine working outfit, outstanding in every feature, get one of these new Ridgelite Straightedges. Twenty-year guarantee.

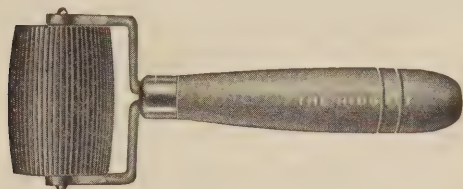
No. 5474—7-foot **\$13.00**

Smoothing Roller



An old favorite with many. Covered with six-ply heavy flannel and detachable cambric cover. Spring in frame to remove roller. 9" weighs 14 ozs. each.

No. 5513—Price\$1.10



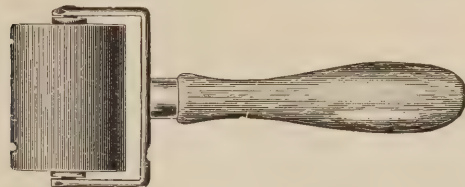
No. 5505 SEAM ROLLER

Made from Ridgelite, 2" face, nickel-plated. Each\$0.75



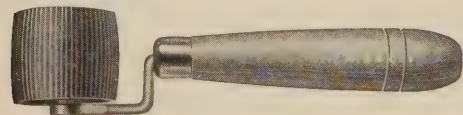
No. 5509 SIDE ARM SEAM ROLLER

Flat, 1 1/4". Each\$0.50



No. 5504 MAPLE SEAM ROLLER

Made from first quality maple, 2" face. Each\$0.40



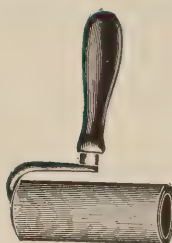
No. 5508 SIDE ARM SEAM ROLLER

Oval, 1". Each\$0.50



No. 5510 SIDE ARM SEAM ROLLER

Bevel, 1". Each\$0.50



SMOOTHING ROLLER

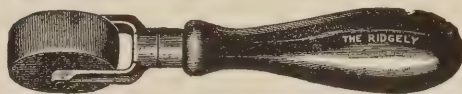
Solid steel side arm, large maple handle, detachable; for work in corners and other difficult places to get at with a two-arm roller. Weight, 8 ounces.

No. 5512—4 1/2-inch, 6-ply flannel covered. \$1.30

No. 5514—No. 3. Maple, 9 inches wide. .55

No. 5515—No. 6 1/2. 4 1/2-inch rubber-covered. .85

No. 5516—Double arm, 9 inches, flannel cover detachable. .95



No. 5501 SEAM ROLLER

Hardwood roller, 1 1/4" face.

Each\$0.35



No. 5502 SEAM ROLLER

Same as No. 5501, only rubber covered, 1" space. Each35c



No. 5503 SEAM ROLLER

Made from hard rubber, 2" oval face.

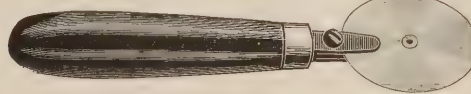
Each\$0.50

CASING KNIFE

1 1/2" wheel, smooth edge, large maple handle.

No. 5306. . . . \$0.55

No. 5310—2-inch wheel. . . . 60c



large polished maple handle.

CASING KNIFE

1" wheel, serrated blades, nickel frame, polished large maple handle.

No. 5304—1-inch wheel. 45c

No. 5299—1 1/2-inch wheel. 50c



No. 5305 CASING KNIFE

1 1/2" wheel, smooth edge, steel handle, highly nickel-plated.

Each50c

No. 5308 CASING KNIFE

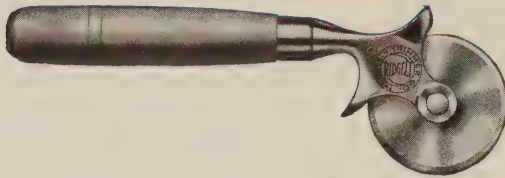
Same as above except for "serrated edge."

Each55c

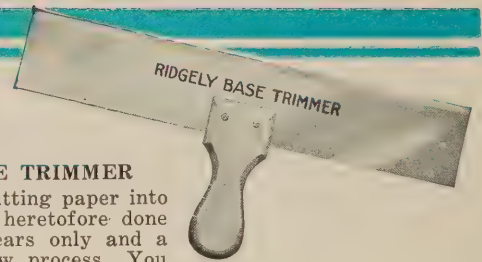


No. 5303—Milled wheels and knife. Polished large maple handle. Best of steel.

Each50c



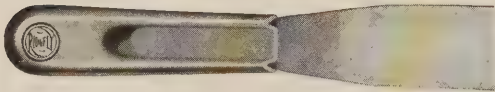
No. 5307—2-inch wheel with protection thumb and finger guard to prevent cutting the hand. Nickel-plated frame, large, polished maple handle. Each **70c**



BASE TRIMMER

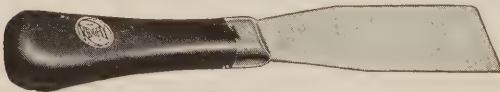
For cutting paper into lengths, heretofore done with shears only and a very slow process. You can cut a room into lengths in one-fifth the time over shears. Made of tempered steel with wide bevel cutting edge. Will last a lifetime and hold its edge as long as it lasts. No. 5315—16 inches long, 3 inches wide.....\$0.60

PUTTY KNIVES and SCRAPERS



Blade $3\frac{3}{8} \times 1\frac{1}{4}$. Ridge metal handle made of special alloy steel, that is rust-resisting and enables you to work it into comfortable hand-fitting shapes. Blades are welded into handles and never work loose. Blades of same quality as used in the very best of knives.

No. 5325—Stiff **25c** No. 5326—Half elastic **30c**



Blade $3\frac{3}{4} \times 1\frac{1}{4}$, ground, tempered, polished and cross-polished. Swelled Ridgelite handle. Color rich brown.

No. 5329—Stiff **35c** No. 5330—Half elastic **40c**



Blade $3\frac{3}{4} \times 1\frac{1}{4}$, tempered, polished, closed ferrule, burnt wood handle.

No. 5327—Stiff **25c** No. 5328—Half elastic **30c**



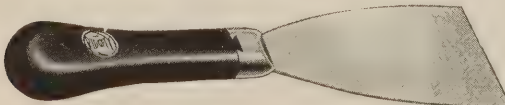
Blade $3\frac{3}{4} \times 1\frac{3}{8}$ ground, tempered, polished and cross polished. Swelled Ridgelite handle. Color rich brown.

No. 5333—Stiff **35c** No. 5334—Half elastic **40c**



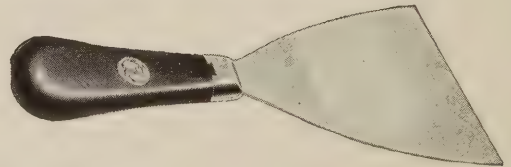
Blade $4 \times 1\frac{1}{2}$, ground, tempered, polished and cross polished, plain Ridgelite handle; color, ebony. Truly a beautiful knife.

No. 5331—Stiff **40c** No. 5332—Half elastic **45c**



Blade $3\frac{1}{2} \times 1\frac{5}{8}$, a heavy knife for heavy work. Swelled Ridgelite handle, stiff.

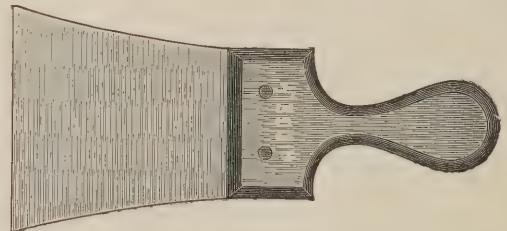
No. 5335—Stiff **45c** No. 5336—Half elastic **50c**



SCRAPER

Blade tempered, polished and cross polished. Swelled ridgelite handle. Stiff.

No. 5350—3 in. stiff\$0.60
No. 5351—3 in. half elastic65
No. 5352—3½ in. stiff65
No. 5353—3½ in. half elastic70
No. 5354—4 in. stiff70
No. 5355—4 in. half elastic75



WALL SCRAPER

3½ ins. wide, blade beveled, stiff. Polished and tempered spring steel, half elastic. Far superior to the ordinary scraper.

No. 5356—Each **30c**



PALLET KNIVES

Ridgelite handles, made from special ground steel to make them elastic where they should be elastic, not simply a thin steel that bends.

No. 5300—3-inch **80c** No. 5301—4-inch **85c**

No. 5302—5-inch **\$1.00**



HACKING KNIVES

4-inch hand forged blades, leather handles.

No. 5298 **40c**



COMBINATION PUTTY KNIFE

A combination putty knife, scraper and glazier's hammer. 2¼ inches wide by 3¼ inches long. Tempered and polished. Ridge-ite handle. Plenty of weight for driving points. A very practical, useful and durable tool.

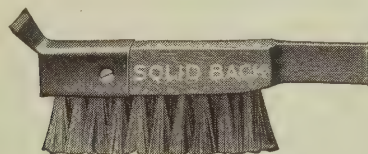
No. 5346—Each\$0.55



WIZARD SCRAPER

For removing gold leaf and paint from glass. Made of metal throughout. (Not with wooden handle as shown.) Uses replaceable razor blades. Blade not furnished.

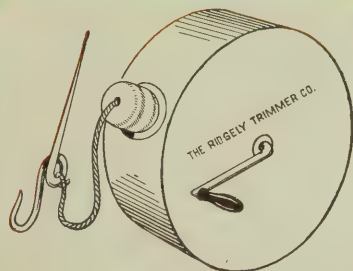
No. 5358—Each\$0.25



ROUND WIRE BRUSH AND SCRAPER

There is no heavy work this brush can't handle—painting bridges, ship sides, heavy castings, etc., and what the brush doesn't do the scraper will. Works fine when using varnish remover. The scraper is 3-inch tempered steel.

No. 2604—Each\$0.50



SELF-CHALKING CHALKING LINE

Reel holds 50 feet of line, and blue chalk enough to last for years. It can't get out of order. Always ready for work. No driving nails in the wall. No helper required. Simply stick the sharp little awl attached to the end of the line in the wall and snap the line. Three inches in diameter.

No. 9513—Each\$1.00

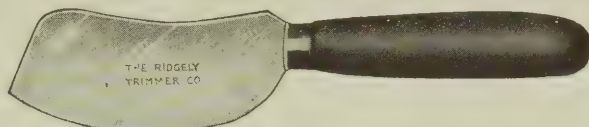


PAPER HANGER'S KNIFE

Blade 3½x1½ inches. Best of steel. Blade is not taper rolled. An excellent knife for the money.

No. 5317—Square Point. Each.....\$0.35

No. 5318—Round Point. Each......35



PAPER HANGER'S KNIFE

Blade 3½x1½ inches. Best steel blade, taper rolled. No better knife can be made. Large maple handle.

No. 5296—Square Point\$0.45

No. 5297—Round Point45



PASTE BUCKET AND STANDARD COMPLETE

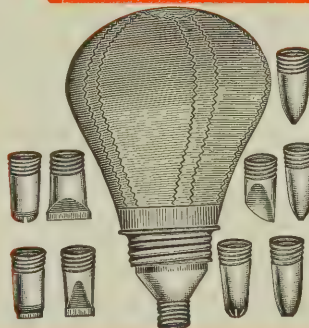
No stooping or slopping on the floor when you have this outfit. The brush rests in a collar. Top makes a nice swipe for the brush. Any brush can be used.

No. 9521—Outfit complete\$3.00

ALL STEEL FOLDING STANDARD

Here is a neat and sturdy stand that will not tip over. Light in weight, but very strong. Folds up for carrying. All steel construction.

No. 9522—Each\$1.00



RELIEF BULBS

Freehand relief decorating is the most beautiful and artistic work that can be done with these bulbs. It is fast becoming the most popular. The most delicate designs can easily be executed with perfect freedom and accuracy. Any decorator can become proficient with them in a short time. Bulb and 9 tips in a set.

No. 9525—Per set\$2.85

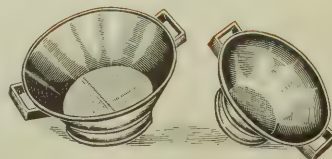
PAINT AND KALSOMINE STRAINERS

No. 9526—Shown at the right is 5 inches wide at the bottom, 11 inches at the top. Brass wire bottom.

Each\$0.75

No. 9527—Shown at the left, is 6 inches deep by 8½ inches wide at the bottom; 13 inches at the top. Brass wire bottom.

Each\$0.95

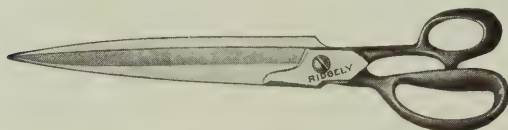




Paperhangers' Shears

Japan handle, nickel-plated blade.

No. 5319—12 inch Straight Handle. Each.....	\$1.95
No. 5323—12 inch Bent Handle. Each.....	2.15
No. 5320—14 inch Straight Handle. Each.....	2.35
No. 5324—14 inch Bent Handle. Each.....	2.60



Paperhangers' Shears

Made to stand rough usage. Handles drop forging, with blades of high carbon steel, ground and well polished.

No. 5322—Each.....	\$1.75
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Cast Shears

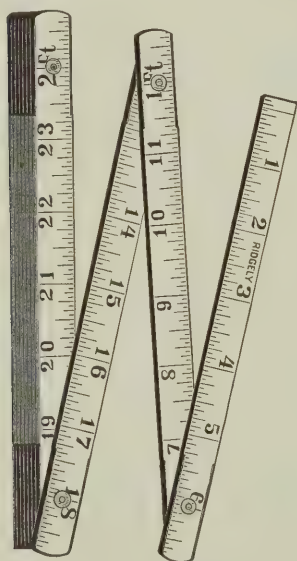
A good pair of cast shears for paperhanger's use. Japan handle. Nickel-plated blade. Twelve inches in length. Not guaranteed against breaking.

No. 5312—Each.....	\$0.80
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Shear Holder

Just the thing for the paperhanger or decorator. A device that takes care of your shears and keeps them always ready for your hand. No delay in bringing them into use or putting them back into the holder. The wire guard is kept in position by a blued steel spring that yields to the swing of the shears as you pass them through into the loop.

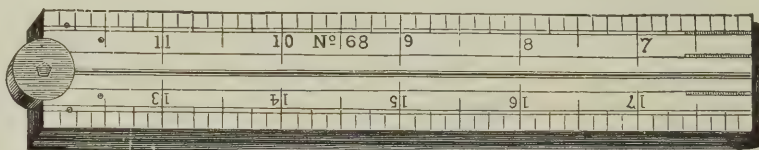
No. 5325—Each.....	\$0.50
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Zig-Zag Rules

Made of flexible hard wood with plated steel joints and tips. Each joint contains a stiff spring which holds the rule rigid when open. Near the end of each joint is a shield plate which keeps the sections from rubbing. Rules show foot marks runnings consecutively.

No. 5493—4 foot.....	\$0.45
No. 5495—6 foot.....	.60

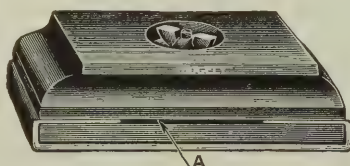


Boxwood Rules

No. 5490

Two feet, four fold, square joint. Full brass bound boxwood rule. 8th, 10th, 12th and 16th inch drafting scales. 1 inch wide.

Each	\$1.25
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Sandpaper Holder

Felt glued on bottom to form a cushion for sandpaper or emery paper; instantly changed by loosening a thumb-nut. The restful position it gives the wrist and fingers makes for easier and more rapid work.

No. 9044—5 1/2 x 2 1/2 inches.....	\$0.40
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Rubbing Pad

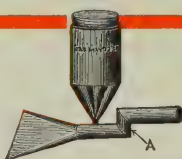
Made of high grade felt, 2 1/2 inches wide and 6 inches long by 1/2 inch thick. Felt held rigidly by thumb-screw in wood hand-piece, which separates at "A". Curved properly for comfortable work. Thumb-screw set in, leaving top of handrest smooth.

No. 9530	\$1.55
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Sand Bellows

Notice the spout is set in the wood with no hinges, no possible chance to leak. Highest grade russet grain leather. Produces a long, strong blast. The improved sand cup is fine. Elbow at "A" prevents sand from working back into bellows.

No. 5754—Bellows only, 8 inch	\$1.85
No. 5821—Quart size Sand Cup95



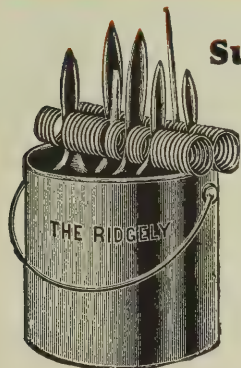
Shoe Protector

One of the most convenient things we have seen for the working painter has well been named "The Happy Thought." It is a canvas shoe guard or covering which slips over the foot and is retained in position by a metal spring. It is instantly put on or taken off, and saves the shoes from being spattered with paint or paste.



No. 5752—Per Pair.....\$0.50

Brush Suspender



No. 5763. Brush Suspender, 9 in. long.....\$0.35

No. 5764. Brush Suspender, 18 in. long...\$0.60

Lay the suspender across the bucket and the steel coils will hold any size or kind of brush in any depth of water or oil. Saver of time and brushes.

or oil. Saver of time and brushes.

Knee Protector



No. 5753

Faced with heavy leather, with soft felt pad $\frac{3}{4}$ -inch thick, attaching band elastic web. Any work that necessitates kneeling, this Protector will pay for itself in the saving of time the first day.

Per pair \$1.45

Steel Glass Cutters



Each

No. 5775—Red Devil Handle \$0.20

No. 5776—Rosewood Handle, good grade......25

No. 5777—Favorite Magazine Cutter, with 6 extra wheels .30

No. 5778—Cheap Glass Cutter .15

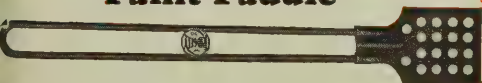
Paint Burners



No. 5750—1 Pint.....\$5.50

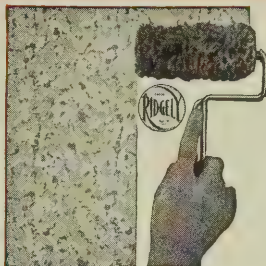
No. 5751—1 Quart.....5.70

Paint Paddle



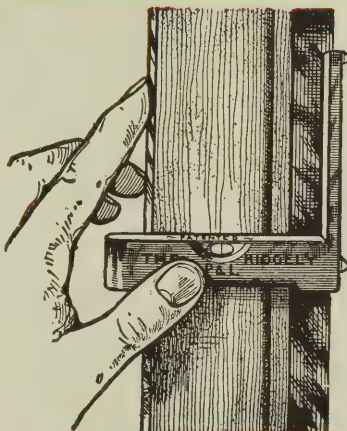
Saves half the time. No splashing. Strong wire handle with steel paddle. This perforated paddle mixes much faster than the old style solid ones.

No. 5524—Each.....\$0.15



No. 210 Decorating Roller

This device is a side-arm 5" roller, covered with a sponge, and about 2" in diameter. You simply saturate the sponge with the shade of paint desired and roll it off. You can do two or more color work by letting each coat dry. No experience necessary, but full directions with every roller. No. 5517—.....\$1.00



Plumb and Level

Highly polished brass, $1\frac{1}{2}$ inches in diameter. Imbeds in the straightedge. The inner brushing holding the bubble, turns easily to any degree, and remains where placed by the outer friction bands. The entire tool is sunk flush in the edge and can be used on either side of straightedge.

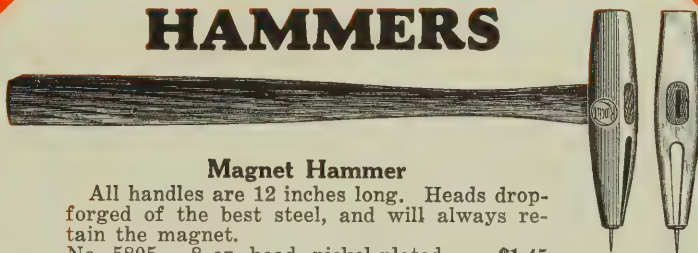
No. 5498—Each.....\$1.80

Plumb and Level

Machine casting, highly nickel-plated; can be used with any straightedge, and will give a plumb or level from floor or scaffold. Will pay for itself in a day in putting up plate rails. Guaranteed accurate.

No. 5496—Each.....\$1.75

HAMMERS

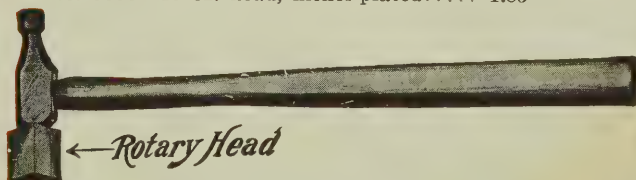


Magnet Hammer

All handles are 12 inches long. Heads drop-forged of the best steel, and will always retain the magnet.

No. 5805—8 oz. head, nickel-plated....\$1.45

No. 5806—10 oz. head, nickel-plated....1.85



Glazier's Hammer

The head is of tool steel, triangular in shape. The opposite end is of malleable iron, hammer shaped. The triangular end allows it to lie flat against the glass, no matter how you hold the handle. $10\frac{1}{2}$ inches long, nickel-plated.

No. 5815—Each.....\$1.00



No. 5773

Ideal Graining Roll Or Set

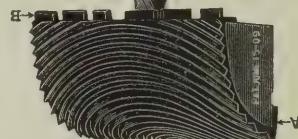
So simple that with very little practice a child could use them. Everyone can become a first-class grainer by using the Ideal Graining Roll. Per set, three pieces\$0.70



Magic Roller

Just push it along and it grains like magic. Produces medium heart grains. Three inches wide. Wire handle.

No. 5774—Each\$0.45



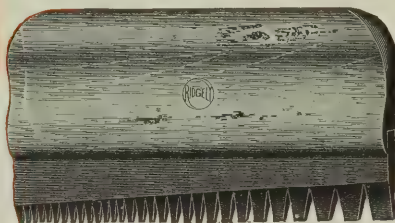
Special Grainer

Here is a graining tool that every painter will find handy. The corrugations are fine and produce some beautiful effects. With the comb and the quarter-sawed feature incorporated into this grainer, it will be found a very valuable tool. Comb feature is shown at "B".

No. 5529—Each\$0.45

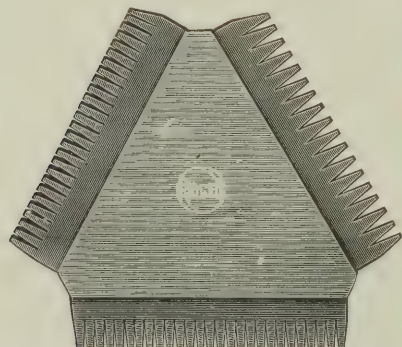
Good Tools-- Good Work

Great Western offers you a fine assortment of the highest grade tools. These tools are all by leading firms and will give lasting service. They will enable you to do better work. Start the season out right with a set of new tools of the trade.



Graduated Rubber Grainer

Very heavy rubber, long teeth with large bevel on them, graduated from very coarse to very fine. You get a rich, open grain effect with this comb. No. 5530—5 inches long. Each..\$0.35



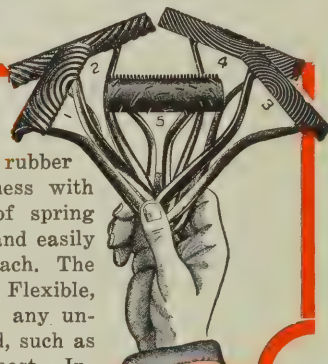
Triangular Rubber Comb

This rubber comb contains the three sizes of teeth—fine, medium and coarse—set in one handle. The most convenient rubber comb made.

No. 5771—Each\$0.35

Flexible Graining Tools

These tools are made of a special rubber composition, which combines toughness with great elasticity. The handles are of spring steel. Enables you to work quickly and easily with one hand anywhere you can reach. The only grainers that let you do that. Flexible, so that they conform instantly with any unevenness of the surface being grained, such as on concave moulding or on a round post. Instructions with each set.

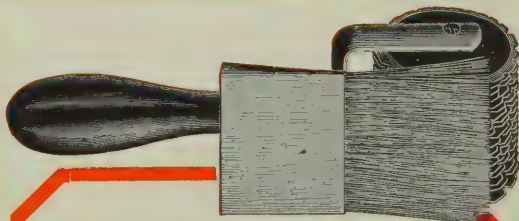
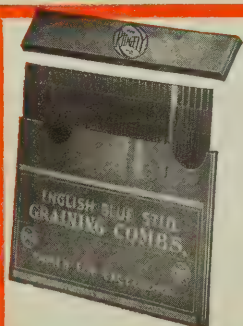


No. 5772—Per Set\$2.20

Steel Graining Combs

Made of English Blue Steel, packed in tin divided cases in sets of 30 inches, assorted 6, 9 and 12 teeth per inch. One, two, three and four inches wide.

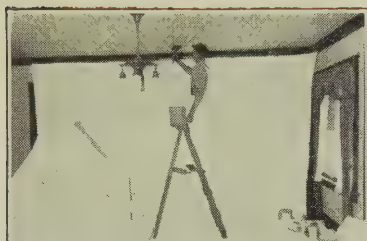
No. 5768—Per Set\$1.30



Graining Check Roller

Made of zinc discs 1 1/4 inches in diameter. The discs revolve on an axle and produce over-grain effects.

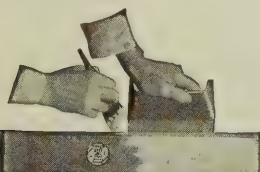
No. 5519—With Brush, 3 1/2 in.\$1.55



Blake's Dropcloths

Packaged drop cloths have come to stay. Painters like them. They are convenient. They are always ready when wanted. Made of high quality drill, in several standard sizes, they reach the painter clean and fresh, ready to go on the job. Made from strictly new clean drill. Double sewed chain stitched seams. Heavy and durable, and can be laundered.

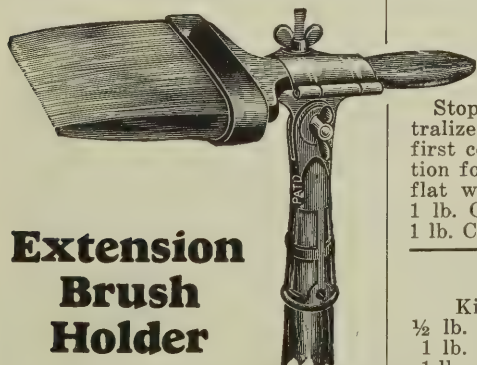
No. 5781—9x12. Price each \$3.50
No. 5783—12x15. Price each 5.45



PAINTER'S TIME-SAVER

A practical device to use while painting, varnishing or oiling window sash, mouldings, casings, etc. Prevents smearing glass or paper. When washing woodwork, prevents wetting paper.

No. 5797—Each\$0.20



Extension Brush Holder

Holds paint or kalsomine brush; is easily adjusted and remains rigid at any angle. Reaches the difficult places and saves much dangerous climbing. Holder only, without pole.

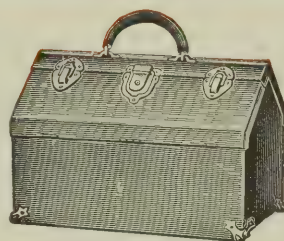
No. 5822—Each\$1.10

All Prices in This Catalog are Net. No Discount Allowed.

BAG-SHAPE KIT WITHOUT TRAY

For painters, decorators and paper-hangers. Because of its strong steel construction this kit will outlast those made of other materials.

No. 5798—16x9x11 inches\$4.40



CHAMOIS SKINS

No. 9550—13 x 17, each.....\$0.55
No. 9551—16 x 21, each......95
No. 9552—19 x 25, each.....1.30



No. 9000—Steel Wool No. 00 \$0.45
No. 9001—Steel Wool No. 0... .30
No. 9002—Steel Wool No. 1... .25
No. 9003—Steel Wool No. 2... .25
No. 9004—Steel Wool No. 3...\$0.25
No. 9006—10c pkg., all sizes,
per dozen......90

Rex Dry Paste

No. 9125

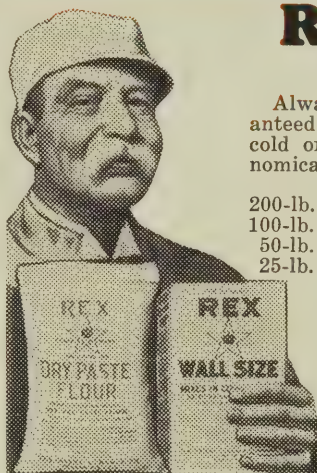
Always uniform in quality and absolutely guaranteed by the manufacturers. Mixes easily in cold or warm water. Dries slowly. Very economical.

	Per Lb.
200-lb. bbls., bulk	\$0.10 1/4
100-lb. 1/2-bbls., bulk10 3/4
50-lb. drums, bulk11 1/4
25-lb. drums, bulk12 3/4
1 bbl., 38 5-lb. sacks, 190 lbs...	.11 3/4
1 bbl., 95 2-lb. sacks, 190 lbs...	.12 1/2
5-lb. sacks, per sack65
2-lb. sacks, per sack28

REX WALL SIZE

One of the best wall sizes on the market.

No. 7751—Per 1-lb. package....\$0.30
No. 7751—Per dozen packages... 3.00



Munn's Wall Size

No. 7750

Stops suction, kills stains, neutralizes lime. Acts as a primer on first coater. A permanent foundation for kalsomine, wall paper and flat wall paint.

1 lb. Cartons, each.....\$0.40
1 lb. Cartons, per dozen..... 4.00

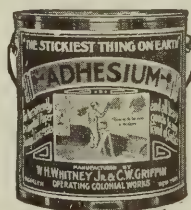
KILSTAIN No. 9505

Kills all stains in plaster.

1/2 lb. package, each.....\$0.25
1 lb. package, each......45
1 lb. packages, dozen..... 4.00

GLASS CUTTERS' CIRCLE SWEEP

20-inch cuts any circle from 3 to 20 inches. 40-inch, to 40 inches.
No. 5779—20-inch\$0.30
No. 5780—40-inch40



No. 9100

Adhesium

(Wall Paper Size)

The stickiest thing on earth—to make wall paper and heavy goods like burlap, pressed paper, Lin-O-Wall, etc., stick permanently on plaster, wood, metal and glass; also on kalsomined and painted surfaces.

1 Gallon Cans.....\$1.85
Quart Cans......60

One Hundred and One

Window Shades and Curtain Fixtures

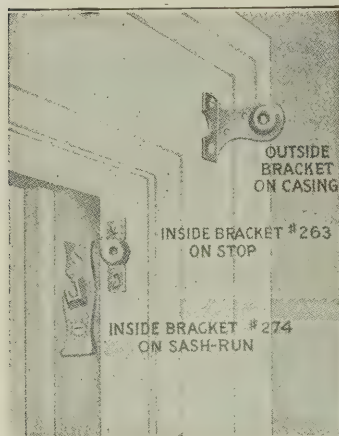
A New Big Profit Line For Painters

WE'VE added window shades to our complete line this year, direct from manufacturer to painter. Our policy of merchandising is to include in our line every possible item the painter can sell easily and profitably.

Quite naturally, when your customer is remodeling or modernizing his home or place of business, he's interested in doing the job complete. You'll observe in many cases that the shades are worn and dirty. At these low prices, you can easily sell new shades in dozens of

cases, and make a big profit. Armed with Great Western's low direct selling prices, hardly more than the suggestion is necessary to close the sale. For our low wholesale shade quotations will more than enable you to meet the competition of the largest dealers!

Send for Great Western's complete Window Shade sample book and start showing the samples, whenever occasion arises. You'll be surprised how many extra dollars you'll earn this year through this profitable sideline.



Make all measurements with a wooden yardstick or rule. Do not use a tape measure as it has more or less "give" to it and will stretch enough to make the measurement inaccurate.

How To Measure Shades

BE sure and get your measurements correct. It is an easy thing to do, but it means a whole lot. The simple directions below tell you how to do it. All it requires is carefulness. We guarantee that the shades will be made up properly, if you give us the right measurements.

There are three different measurements recognized in measuring window shades:

- 1—Outside measurement.
- 2—Inside brackets hung on stop or window casing.
- 3—Inside sash-run brackets.

In figuring outside measurements, have cloth extend over each side of casing an inch to an inch and a half. Give this cloth measurement.

NOTE—All shade orders are made up specially and cannot be used on other jobs. For that reason, we require a cash deposit amounting to 25% of the order before making shipment. This is to protect us and you and insure your customer taking up the shades when they arrive.

In giving inside measurements, measure from jam to jam (wood to wood). Be sure to give exact measurements. Must be accurate to $\frac{1}{8}$ th of an inch. Give width of shades in inches and length in feet. Order shades 6 inches longer than window.

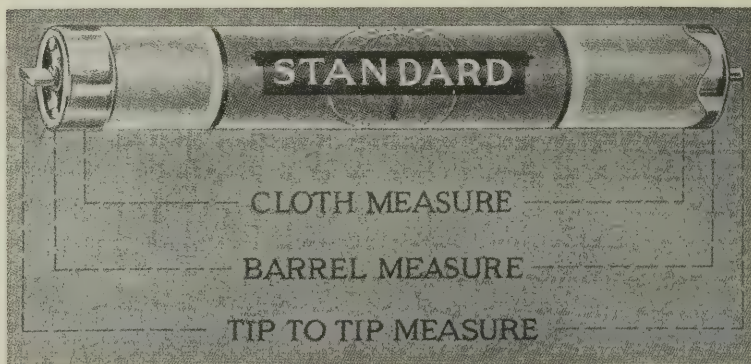
Always state which of the three measurements you want. If duplex shading is used, state the color which goes to the outside (towards the outdoors).

In sending orders for shades to be hung on inside brackets (hung either on the stop or the run), allowance will be made at our factory for the shades to fit properly in the brackets. Be sure to give us the exact wood to wood measure.

For Replacing Old Shades

For replacing old shades with new ones, you may find it easier to measure the old rollers than to take the measurements on the window itself. The diagram at the right shows three measurements that may be given. Specify the measurements you give.

All shades are equipped complete with brackets, eyelets, and crocheted rings. If better pulls are wanted, see page 103.

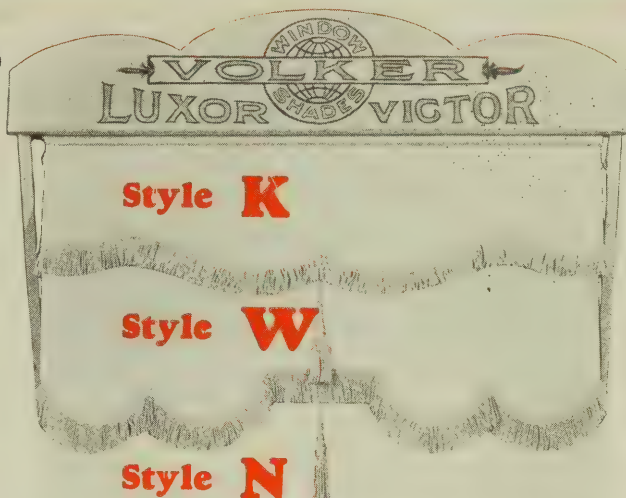


A Deposit of 25% Cash Is Required on All Shade Orders

Decorative Shades

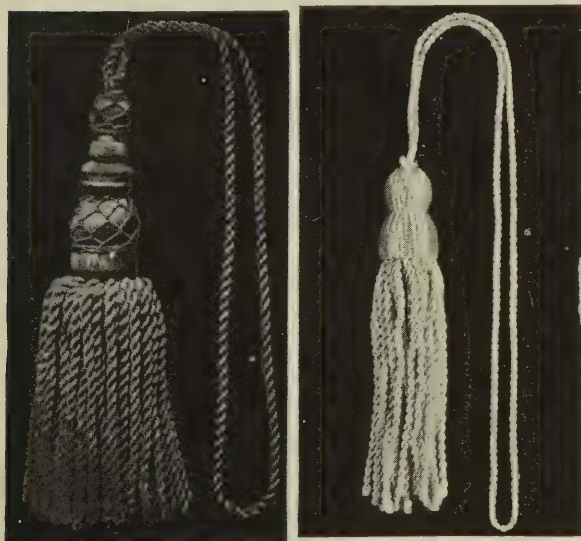
You'll find many of your customers will be interested in buying special shades to harmonize with room decorations or personal tastes, rather than buying the plain shades. Illustrated in the cut to the right are six Great Western shade endings, including the more popular and artistic numbers. You can show them to your customer from this one page in the catalog. We'll furnish you with a shade sample book to select the cloth patterns from.

In ordering shade endings, be sure to specify the style number, (printed in red on each ending on illustration, right) and whether customer desires silk or cotton fringe. Add 1½c per inch for 3-inch silk fringe, 1c per inch for 2-inch cotton fringe.



Shade Pulls

The present day trend toward more beautiful home decorations, nation-wide, is responsible for the greatly increased demand for decorative shade pulls. Great Western lists below some of the more popular numbers:

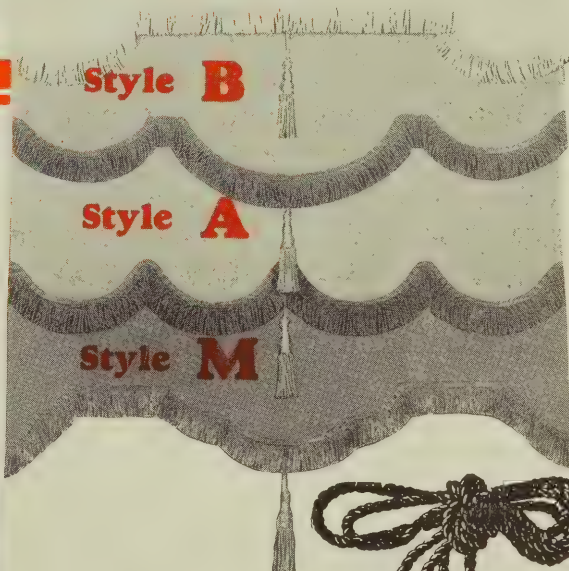


No. 81—Rayon Silk Crochet Tassel.

Price, per doz.....\$2.50
Each25

No. 40—Rayon Silk Tassel.

Price, per doz.....\$1.25
Each12



No. 6—Rayon Silk and Cotton.

Price, per doz.....\$0.70
Each06



No. 20—Rayon Silk Ring Shade Pull.

Price, per doz.....\$0.40
Each04

No. 25—Cotton Ring Shade Pull.

Price, per doz.....\$0.18
Each02

Made of Victor Hand-Made Opaque Cloth

Width, inches	18	36	38	42	45	48	54	63	72	82	90	102	108	120	150
Length, feet:															
3	\$0.65	.87	.90	1.16	1.27	1.43	1.76	2.71	3.52	5.79	6.10	7.60	12.75	16.27	22.55
4	.75	.98	1.02	1.26	1.39	1.63	1.95	3.00	3.85	6.20	6.55	8.31	14.45	17.58	25.02
5	.84	1.11	1.10	1.39	1.57	1.69	2.10	3.40	4.25	6.72	7.13	9.02	15.89	19.32	27.08
6	.95	1.23	1.23	1.51	1.71	1.87	2.31	3.78	4.65	7.25	7.60	9.76	17.82	21.04	29.15
7	1.05	1.34	1.38	1.65	1.88	2.06	2.55	4.20	5.08	7.77	7.98	10.50	18.63	22.77	36.95
8	1.20	1.52	1.56	1.83	2.05	2.25	2.78	4.67	5.55	8.30	8.75	11.25	21.36	24.51	39.02
9	1.38	1.69	1.75	2.04	2.25	2.45	2.98	5.02	6.70	8.82	9.34	11.97	23.10	26.25	41.11
10	1.48	1.89	1.94	2.30	2.42	2.63	3.25	5.43	7.14	9.29	9.90	12.90	24.85	27.02	43.19
11	1.60	2.00	2.10	2.50	2.63	2.88	3.48	6.05	7.57	9.82	10.40	16.49	28.24	29.73	45.27
12	1.70	2.15	2.26	2.65	2.80	3.07	3.70	6.35	8.07	10.40	11.00	17.32	30.95	31.50	47.37

Made of Victor Hand-Made Duplex

Width, inches	18	36	38	42	45	48	54	63	72
Length, feet:									
3	\$0.71	.93	1.00	1.21	1.36	1.47	1.78	2.94	3.94
4	.82	1.07	1.11	1.33	1.50	1.58	1.92	3.23	4.35
5	.95	1.22	1.25	1.50	1.68	1.80	2.17	3.82	4.77
6	1.03	1.31	1.39	1.64	1.88	2.00	2.40	4.18	5.20
7	1.14	1.45	1.53	1.82	2.09	2.24	2.64	4.64	5.62
8	1.34	1.63	1.72	2.00	2.26	2.45	2.87	5.12	6.19
9	1.54	1.82	1.88	2.40	2.46	2.65	3.15	5.60	7.45
10	1.67	2.08	2.14	2.50	2.63	2.85	3.37	6.03	7.98
11	1.83	2.27	2.32	2.71	2.92	3.00	3.63	6.66	8.40
12	1.95	2.43	2.42	2.85	3.08	3.30	3.86	7.00	8.92

Made of Luxor Unfilled Tinted Cambric Plain

Width, inches	18	36	38	42	45	48	54	63	72
Length, feet:									
3	\$0.76	.99	1.04	1.29	1.55	1.59	1.87	2.88	3.68
4	.86	1.11	1.15	1.42	1.70	1.78	2.05	3.20	4.10
5	.96	1.25	1.28	1.60	1.87	2.00	2.34	3.67	4.57
6	1.07	1.40	1.42	1.78	2.03	2.22	2.60	4.10	4.98
7	1.22	1.54	1.57	1.94	2.27	2.47	2.84	4.57	5.50
8	1.38	1.68	1.72	2.14	2.42	2.64	3.10	4.95	5.98
9	1.39	1.89	1.94	2.32	2.65	2.84	3.36	5.50	7.25
10	1.75	2.14	2.20	2.60	2.83	3.05	3.60	5.95	7.72
11	1.90	2.32	2.40	2.78	3.05	3.32	3.84	6.45	8.22
12	2.05	2.48	2.53	2.95	3.26	3.56	4.09	6.83	8.82

Made of Luxor Unfilled Tinted Cambric Duplex

Width, inches	18	36	38	42	45	48	54	63	72
Length, feet:									
3		\$1.06	1.09	1.36	1.61	1.68	2.00	3.19	4.10
4		1.22	1.23	1.50	1.77	1.95	2.21	3.53	4.56
5		1.34	1.39	1.73	2.02	2.19	2.51	4.05	4.99
6		1.53	1.58	1.90	2.25	2.43	2.78	4.61	5.50
7		1.69	1.75	2.16	2.51	2.70	3.15	5.08	6.10
8		1.89	1.91	2.40	2.73	2.96	3.36	5.56	6.88
9		2.10	2.17	2.63	2.97	3.15	3.67	6.11	7.94
10		2.38	2.45	2.94	3.25	3.47	3.93	6.64	8.45
11		2.60	2.67	3.21	3.57	3.78	4.25	7.20	9.13
12		2.82	2.83	3.44	3.77	4.02	4.57	7.72	9.71

Standard Corded-Stripe Hollands. Colors: Ecru, Pongee, Linen

Width, inches	32	36	38	40	42	44	48	54	60
Length, feet:									
3	\$1.09	1.13	1.14	1.34	1.37	1.57	1.71	2.07	2.54
4	1.22	1.28	1.32	1.53	1.58	1.79	1.94	2.35	2.85
5	1.34	1.42	1.49	1.72	1.80	2.02	2.17	2.63	3.11
6	1.47	1.57	1.67	1.90	2.00	2.24	2.40	2.88	3.44
7	1.64	1.77	1.88	2.14	2.27	2.48	2.69	3.22	3.80
8	1.88	2.01	2.14	2.43	2.56	2.76	2.96	3.54	4.17
9	2.15	2.27	2.44	2.73	2.90	3.01	3.25	3.86	4.55
10	2.32	2.47	2.62	2.94	3.13	3.27	3.54	4.20	4.91

Standard Corded-Stripe Hollands. Color: White

Width, inches	32	36	38	40	42	44	48	54	60
Length, feet:									
3	\$1.06	1.09	1.09	1.30	1.36	1.51	1.68	2.04	2.61
4	1.17	1.22	1.27	1.48	1.56	1.74	1.89	2.29	2.80
5	1.20	1.30	1.43	1.65	1.75	1.96	2.11	2.56	3.10
6	1.43	1.53	1.60	1.82	1.94	2.17	2.33	2.82	3.38
7	1.60	1.70	1.79	2.07	2.19	2.41	2.64	3.15	3.76
8	1.81	1.93	2.04	2.34	2.49	2.66	2.87	3.48	4.15
9	2.06	2.18	2.30	2.65	2.79	2.90	3.19	3.78	4.50
10	2.24	2.36	2.50	2.87	3.09	3.16	3.25	4.12	4.83

Bancroft Sunfast Holland. Colors: White, Ecrú, Linen

Width, inches	32	36	38	40	42	44	48	54	60	72
Length, feet:										
3	\$1.04	1.05	1.08	1.25	1.30	1.49	1.64	1.98	2.39	3.27
4	1.12	1.17	1.25	1.42	1.48	1.68	1.82	2.20	2.66	3.69
5	1.26	1.33	1.39	1.66	1.68	1.86	2.05	2.47	2.95	4.08
6	1.36	1.46	1.56	1.79	1.87	2.06	2.26	2.73	3.23	4.38
7	1.55	1.63	1.74	2.00	2.09	2.30	2.50	2.98	3.56	4.79
8	1.74	1.84	2.01	2.27	2.40	2.55	2.75	3.30	3.87	5.23
9	1.99	2.10	2.27	2.54	2.69	2.79	3.00	3.60	4.24	6.34
10	2.19	2.25	2.48	2.75	2.87	3.02	3.25	3.90	4.56	6.78

Bancroft Sunfast Holland. Colors: Green, Olive Green

Width, inches	32	36	38	40	42	44	48	54	60	72
Length, feet:										
3	\$1.07	1.11	1.14	1.28	1.39	1.55	1.72	2.01	2.53	3.50
4	1.21	1.27	1.25	1.48	1.58	1.79	1.93	2.31	2.85	3.87
5	1.37	1.42	1.50	1.68	1.80	2.00	2.15	2.55	3.18	4.25
6	1.49	1.58	1.68	1.87	2.01	2.20	2.39	2.89	3.53	4.65
7	1.67	1.76	1.89	2.09	2.26	2.49	2.65	3.15	3.90	5.15
8	1.90	2.01	2.16	2.39	2.55	2.73	2.92	3.49	4.28	5.59
9	2.16	2.31	2.46	2.71	2.91	2.96	3.22	3.82	4.62	6.72
10	2.37	2.51	2.65	2.94	3.13	3.22	3.47	4.16	5.04	7.19

Anchor Stock Shades

Made of water color opaque. Mounted on a spring roller.

The price per dozen is for dozen lots all same width, length, color.

36 inches wide, 6 feet long. Dozen..\$6.10 Each..\$0.62 36 inches wide, 7 feet long. Dozen.. 6.75 Each. .68

Made of Excelsior Machine Made Oil Shading

Width, inches	18	36	38	42	45	48	54
Length, feet:							
3	\$0.57	.70	.78	.98	1.12	1.24	1.58
4	.66	.77	.90	1.11	1.27	1.40	1.73
5	.74	.92	1.00	1.20	1.38	1.54	1.89
6	.84	.96	1.08	1.34	1.52	1.69	2.05
7	.94	1.09	1.21	1.45	1.68	1.85	2.27
8	1.10	1.24	1.39	1.68	1.81	2.03	2.47
9	1.30	1.44	1.60	1.88	1.97	2.20	2.65
10	1.40	1.55	1.72	2.04	2.12	2.38	2.86
11	1.53	1.69	1.83	2.20	2.31	2.45	3.05
12	1.62	1.78	1.95	2.36	2.48	2.75	3.26

Jacard Special Order Shades

Width, inches	18	36	42	45	48	54	60
Length, feet:							
3	\$0.99	1.07	1.42	1.85	1.96	2.15	2.63
4	1.09	1.22	1.58	2.00	2.14	2.35	3.27
5	1.22	1.37	1.76	2.19	2.35	2.53	3.73
6	1.33	1.50	1.79	2.40	2.60	2.81	4.18
7	1.49	1.69	2.16	2.63	2.87	3.15	4.75
8	1.73	1.95	2.40	2.88	3.12	3.46	5.12
9	2.02	2.25	2.70	3.15	3.50	3.75	5.61
10	2.12	2.35	2.91	3.49	3.67	4.08	6.08

This is an extremely fancy and high-class line of shades. Special shade book furnished free upon request. Get this sample book and see just how beautiful these Jacard Shades really are.

All Prices in This Catalog are Net. No Discount Allowed.

One Hundred and Five

Toulaine and Gold-Pongee Duplex Jacard

Inches ...	18	36	42	45	48	54	60
Feet							
3	\$1.09	1.17	1.56	2.03	2.16	2.36	2.89
4	1.19	1.34	1.74	2.20	2.35	2.58	3.69
5	1.34	1.50	1.93	2.40	2.58	2.78	4.10
6	1.46	1.65	1.97	2.64	2.86	3.09	4.60
7	1.64	1.86	2.37	2.89	3.15	3.46	5.22
8	1.90	2.14	2.64	3.17	3.43	3.80	5.63
9	2.22	2.47	2.97	3.46	3.85	4.12	6.17
10	2.33	2.57	3.10	3.84	4.35	4.48	6.68

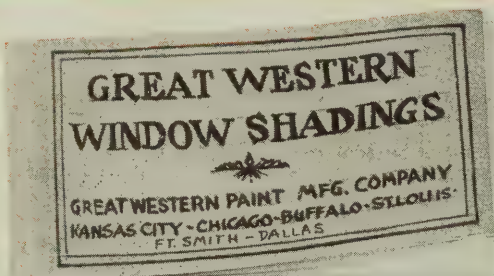
TOULAINE

The name of this new shade cloth is just a suggestion of its actual beauty and the charm of its exquisite pattern. It is difficult to describe with words the beautiful tracery of its delicate design or the attractive colors which this shade cloth comes in. It is translucent and the design shows softly through the shade when lowered.

This is an intensely practical shade too. It is the only really washable shade on the market as the fibres

are so covered over with a surfacing of a substance similar to lacquer that they are completely hidden and the surface therefore can be washed with soap and water so that even when it is badly soiled it comes out bright and clean as new.

Send for our special sample book on this shade cloth when you have a high class shade job to do. You will be amazed with its beauty.



SAMPLE BOOK

FREE—THIS HANDY SHADE SAMPLE BOOK

Here is our regular shade line sampled in this handy book. Carry it around with you when you go out to see customers about painting jobs, etc. You will find that you can pick up considerable extra money by selling them a line of new shades for their home while they are having it decorated.

This sample book is necessary if you are going to get shade orders. Write us and we will send you a book free.

MARKET ITEMS

We carry a number of so-called market items whose price varies so much from day to day that we cannot quote them in our catalog. You will find prices on these items shown in the Paint Craft which will be mailed to you monthly. At special times you will receive current market price reports, on these items.

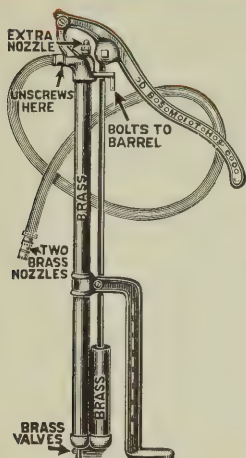
Pure Raw Linseed Oil
 Pure Boiled Linseed Oil
 Gloss Oil
 Manganole (Linseed Substitute)
 Refined Creosote Oil
 Reinforcing Oil
 Turpentine
 Pine-Ol-Tine
 Sub-Turpentine

Market Prices

(Containers Extra)

Golden Crown Lead and Golden Crown Soft Paste Lead are also quoted on our market price list. These leads do not settle like ordinary leads and do not chalk as easily.

Our linseed oil is strictly pure. It is made by the Archer-Daniels-Midland Company, the largest linseed oil producers in the country. You are sure of a quality job when you use this strictly pure oil.



No. 5757 Brass Spray Pump

Double Action
(Fits any pail or bucket and may be attached to barrel)

Throws a stream 50 feet that may be regulated from the finest to a very coarse spray. Used for all spraying purposes.

The malleable stirrup may be detached and the pump used in a barrel by bolting to the staves through casting provided for this purpose, which makes it an especially good barrel pump outfit.

Brass: Barrels, castings, valves, valve seats, nozzles.

Iron: Foot rest and handle.

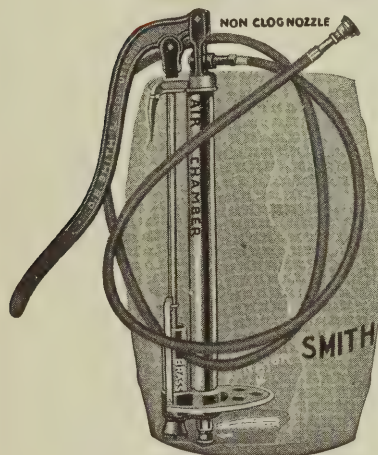
Nozzles: For large, broad, fine mist or coarse or long distance spray.

Hose: Three feet best quality.
Height: 31 inches.

Price, each

\$4.75

No. 5760 Radio Barrel Spray Pump



A high grade, powerful spray pump with all brass working parts for spraying paints, whitewash, Carbola, etc.

Requires no priming, with slow, easy pumping a heavy constant pressure is maintained on the nozzle, producing a powerful, continuous, unbroken spray. Quickly attached to any barrel by bolting pump head casting to upper end of barrel staves.

All valves and seats are brass

ground together, making these parts air tight.

Height—37 in.

Specifications

Air Chamber—Boiler tubing, 29 in. by 2½ in.

Brass—Pump cylinder, 7 in. by 1½ in.; ball valves and seats.

Agitator—Duplex.

Nozzle—Brass, non-clog. Two spray discs for large, broad mist or coarse spray as desired.

Hose—12½ ft., ½-in., 5-ply, best grade. Packed one in box. Shipping weight 40 lbs. \$12.75 each.

NEW BLIZZARD

CONTINUOUS LACQUER SPRAYER



The Trouble Is Left Out
A Real High-Grade
Continuous Sprayer

Used extensively for spraying Great Western Lacquer. However, when used for this purpose Great Western Lacquer should be thinned with one-fourth Great Western Lacquer Thinner. Intended for redecorating furniture, automobile bodies and similar jobs.

Double seamed tank, strong and durable. All brass working parts. Two brass nozzles, one for forward spraying, one for spraying at an angle. Detachable tank with large brass opening for filling. Discharge tube easily cleaned.

No. 5761 BANNER Compressed Air Spryer

Equipped with a seamless brass pump, 2 in. in diameter, with cast brass pump head carefully machined, will never rust or corrode—it makes a nice fit. The pump cylinder is held fast to pump head and does not come apart each time the pump is removed from tank, still it may be quickly taken apart if desired. The pump handle is malleable iron and will not break. Pump screws into center of tank and a few strokes of the pump charges the tank with compressed air, when it is ready for use and the labor is done.

For spraying whitewash, cold water paints, disinfectants, cow spray, sheep dip, oils. For cleaning automobile motors and spraying oil on springs. For washing automobiles, windows, and for staining shingles and porch furniture. Excellent for removing wall paper, and it is a great fire extinguisher. It sprays anything in liquid form and is easily operated.

Price, each **\$6.00**

SPECIFICATIONS

Height: 25 in. by 7¼ in.

Tank: Capacity about 4 gallons. Made of heavy galvanized steel. Well riveted and double seamed to stand heavy pressure.

Pump: Heavy seamless brass, 3-in. diameter, with heavy cast brass pump head.

Hose Section: 2 ft. 2½ in., 5-ply, best grade. Coil spring.

Nozzle: Golden Automatic, Non-Clog.

Brass Extension: 2-ft. Angle.

Shoulder Strap: Adjustable, with snap ends for quickly removing. Packed in case.

Shipping weight 10 lbs.



No. 5762 Tank Sprayer

Double Action

Adapted for all spraying purposes, including whitewashing, painting, and disinfecting. For spraying trees, shrubbery and garden truck, washing windows and automobiles.

Pump is double acting, requiring no priming. Operator is able to keep a constant pressure on nozzle of from 50 to 100 pounds, thereby producing a powerful, continuous, unbroken spray or stream, with slow, easy pumping. The dash agitator keeps liquids thoroughly mixed and prevents settling. Pump is quickly detached and may be used without tank if desired.

Pump: Entirely of brass.

Tank: Heavy galvanized steel.

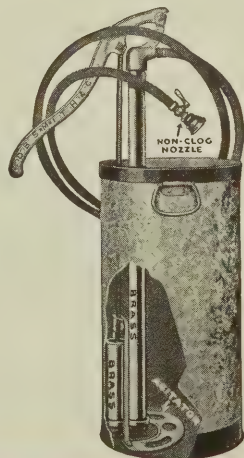
Height: 32 inches.

Capacity: 7 gallons.

Eight feet heavy hose; brass stop cock; brass non-cloggable nozzle for fine or coarse spray; brass valves; dash agitator. Tank nicely striped. Castings painted.

Price Each

\$10.75



The container on this sprayer is filled by unscrewing the container from the sprayer, which is also the way to take apart for cleaning. Besides this, the nozzle and discharge tube are easily detached for cleaning. Be sure to thoroughly clean all parts after the use of Lacquer.

With slow, easy pumping the BLIZZARD throws a continuous, unbroken, very fine mist spray of large volume, without drops. The sprayer is nicely finished.

Made in Tin or Brass.

Pump Chamber: 15 in. by 1½ in.

Tank: 4½ in. by 4 in. Capacity: One quart.

No. 5758—BLIZZARD Quart Tin Sprayer, Plain tin.

Each

No 5758—BLIZZARD Quart Brass Sprayer, Ship wt.

16 lbs. Each

\$1.00

1.50



WOOSTER SPRAY BRUSH

Here is a faster, more practical, easier to operate, spray brush backed by the Wooster experience in the application of surfacing materials. It is an air brush you can easily use. Here is a spray brush with the steady, even flow of a power outfit, yet it is operated by hand. The big, husky pump stores up a pound of air at each stroke. The operator is not fatigued by constant, rapid pumping. It is mechanically right.

FREE with each outfit, one No. 2 WOOSTER SHASTA BRUSH for touch-up purposes. This is a standard brush for lacquering and with this combination you have convenient equipment for a hundred different uses. If you have compressed air available in your garage, shop, or from a power tire inflator pump, you can easily attach the hose of the sprayer and you have a first-class power outfit.

For painting radiators, lattice-work, fly screens, wire automobile wheels and wicker furniture, you will find the Wooster Spray Brush is most valuable. Wonderful for removing wall paper, paint and lacquer, as well as for the spraying of fruit trees, cattle, etc., by the use of insecticides.

No. 2877—Each **\$6.75**

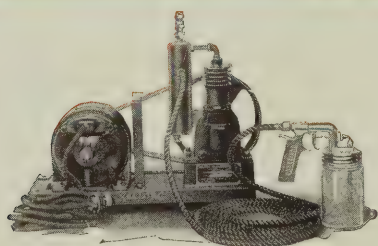


SMITH SAVOL SPRAYER

SAVOL SPRAYER

A well-built, continuous sprayer with glass jar and 4-in-1 adjustable brass nozzle for stream, spray, mist or vapor. Jar has large, broad opening for easy filling and cleaning. Glass jar has Mason fruit jar thread so that ordinary Mason jar may be used. Fine for general household use, automobiles, insecticides, etc. Easily adjustable.

No. 5823—Each **\$1.15**



KELLOGG UTILITY SPRAYER

All the essentials for spray painting are included in this equipment. A real air compressor complete with all necessary fittings. A suction fed spray gun giving excellent atomization with 15 feet of hose and 10 feet of electric extension cord. A few hours of painting will pay for it.

The compressor unit is mounted on casters. It weighs but 46 pounds. Runs from the lamp socket by ¼ h.p. motor. Best painting pressure is always maintained without effort on the part of the operator. Runs from 60 cycle alternating current. Price for direct current is \$10.00 additional.

No. 5824—Complete outfit **\$49.50**



WOOSTER VACUUM SPRAYER

This neat little sprayer attaches to your vacuum cleaner. Fine for general home use. Sprays all finishes as well as disinfectants and insecticides. Made to connect with the attachments of your vacuum cleaner. Simple and will not get out of order.

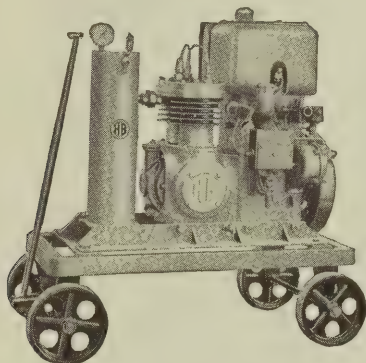
No. 5820—Each **\$3.20**

Power Painting

CLEAN, DRY, OIL-FREE AIR AT IDEAL PRESSURE

Gasoline Outfit

Ideal for the small painting contractor—as well as for use in automobile painting and other spraying requirements where electric current of uniform specifications is not available. For larger requirements write us.



1-Gun Portable

(Gasoline Engine Drive)

HB 1-Gun Portable—No. 5765

Gasoline Engine Built in

This compact, sturdy, 1-gun paint spray is exactly like the 1-gun electric portable (No. 5766) described in the next column, except that it is powered by a gasoline engine instead of the electric motor.

The 2 HP air-cooled, single cylinder gasoline engine is built directly into the twin-cylinder HB Compressor by means of the exclusive HB Spiral, Bevel Transmission. Engine is modern automobile type with muffler, spark plug, carburetor and force ventilation. Not to be confused with the old "hit-and-miss" type.

HB Special Automatic Unloader, which lets the engine run idle when maximum pressure is attained—the most efficient regulating device on the market. Saves gasoline as well as wear on the outfit.

Equipped with accurate pressure gauge, air filter, oil and moisture drain, oil gauge, cranking rope with handle and gasoline tank—all ready to run. Truck and mounting same as described in connection with No. 5766 Electric Portable.

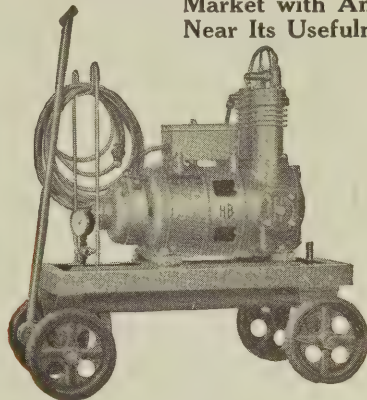
42" high, 39" long, 20" wide, shipping weight 550 lbs.

PRICE **Only \$35 Monthly**
\$295.00 \$85 with order and 6 easy monthly
 f.o.b. Troy, Ohio payments of \$35 each.

For most successful results, should be used with No. 57 Spray Equipment described below.

Electric Outfit

The Sturdiest, Most Compact, Convenient and Lowest Priced Portable Paint Spray on the Market with Anywhere Near Its Usefulness.



1-Gun Portable—No. 5766

Just the thing where it is desired to have all the advantages of spray painting equipment without setting aside a definite space for doing the work. Can be used anywhere within reach of your electric line. Five years ahead of any similar equipment on the market. Compare it and you'll appreciate it.

MOTOR: Special HB 1½ HP 40° Ball Bearing Compressor Type.

COMPRESSOR: Twin Cylinder HB, very conservatively rated at 8½ cubic feet per minute—ample to keep one gun in continuous operation. Air cooled, splash lubrication, oil-proof rings.

AUTOMATIC: Has the HB Automatic Unloader which experience has shown is better adapted to this portable outfit than any other device. Releases load when maximum pressure is attained, saving power and wear on the motor.

EQUIPMENT: Accurate pressure gauge, air filter, oil gauge, check and safety valves, latest type toggle joint switch, steel reserve tank maintaining balanced air supply and 25 feet of rubber covered electric extension cable with plug.

PORTABLE: Outfit described above mounted on HB Special Steel Truck with sturdy steel wheels and balloon tread rubber tires. Convenient handle for moving and rack to hold hose and cable when not in use.

COMPACT: Occupies very small space. 31" high, 33" long, 19" wide, over all, with 32" handle. Weighs 375 lbs. packed for shipment.

PRICE **Only \$25 Monthly**
\$235.00 \$60 with order and 7 easy monthly
 f.o.b. Troy, Ohio payments of \$25 each.

For most successful results, should be ordered with complete spraying equipment No. 57, described below.

NUMBER 5767 SPRAYING EQUIPMENT FOR GENERAL PAINTING

This equipment is recommended for painting houses and for other work where large surfaces are to be covered with one color at a time, or where the paint must be forced some distance above ground.

The Spray Gun is the very latest and most efficient type, easy to operate and keep clean. The paint container is of 2-gallon capacity with pressure regulator and gauges. One 25-ft. length of air hose and one 25-ft. length of fluid hose are furnished for connecting container to the gun. Also one 25-ft. length of air hose to carry air from com-

pressor to container. Complete with necessary fittings.

PRICE **ONLY \$10 MONTHLY**
\$90.60
 f.o.b. Troy, Ohio

When purchased with any HB Compressor, this equipment comes to you on easy payments. Add only \$50.60 to the initial payment on the compressor and \$10.00 a month for 4 months.



The Kangaroo Spray Outfit

This outfit offers unlimited possibilities for the painter who does a general contracting and painting business. Easy to carry around. Can be attached to any car, tractor or truck. Operation very simple. Simply remove two spark plugs and screw in the two valves. Let the motor idle and it furnishes sufficient power for successful results.

You can paint surfaces five times as fast with this outfit as with a brush. It is equal in all respects to outfits selling for from \$400.00 to \$500.00.

Works from any Auto Engine

The outfit consists of two spark plug adapters for compressing air from any automobile, truck or tractor engine without harming the motor, and which prevent any oil or moisture from going into the air hose. These adapters furnish compressed air into a steel container which is designed to hold a 5-gallon paint kit. The lid is bolted down making it air tight. From the container is connected the material hose and the air hose onto which is attached the spray gun.

ticide, varnish, lacquer, enamel or disinfectant can be sprayed with this outfit. The gun is also furnished with a quart size container which can be connected directly with the air hose for use on smaller jobs where a large quantity of paint is not desired, such as spraying automobile, furniture, etc.

Easily Attached

All connections are easily made and the outfit can be put into use in a few minutes. This is probably the most revolutionary spray gun in the painting field. It enables the small painter to compete successfully with large spray gun outfits. You can increase your profits mightily by using this outfit. It carries a money-back guarantee of satisfaction.

Simple Adjustment

The spray gun is furnished with one nozzle. The flat spray delivers a six to ten-inch swath, depending upon the material. Any kind of paint, water, insecticide, varnish, lacquer, enamel or disinfectant can be sprayed with this outfit.

\$ **49⁸⁵**

Price Complete

Price of complete outfit, including one nozzle, two adapters, spray gun, material hose, air hose, paint chamber and all connections, ready to attach and operate\$49.85

Brushes

A workman is known by his tools. You can't do a good job of painting with poor brushes any more than with poor paint. Great Western's complete line of brushes offers you the right tools for every painting job at the lowest prices. You can work faster and easier with these brushes.

We are constantly revising our brush stock to best fit the painting needs of the day. The great majority of the brushes which we list are made by the Wooster Brush Company, which is famed for its high quality brushes. The balance are from the mills of reputable manufacturers. Every brush carries our guarantee as well as that of the manufacturer. Thus you are doubly protected.

It is often hard even for the expert to tell a good brush from a poor one just by looking at it. The real test comes from actual use. Two brushes may look exactly alike in every respect, but one will be priced higher than the other. This is mainly due to the difference in the kind of bristles used, as the big cost of the brush lies in the bristles. The chances are all in favor of the higher priced brushes rendering longer and better service. You get real quality brushes which would cost you big money from us at comparatively low prices, because of our one-step system of distribution.

The only way to be sure of real quality brushes is to buy reputable merchandise from a firm which gives an iron-clad guarantee as does the Great Western Company.

One of the greatest inventions in the history of modern brush making was the perfecting several years ago of the famous Foss-Set process. This inert substance used for the setting material, together with the Foss-Set process, is truly the most remarkable setting ever developed for paint and varnish brushes. Foss-Set permanently holds the bristles in Wooster brushes forever, and preserves their natural, oily life, so essential to the bristles of a really fine painting tool.

Many painters have used these brushes for over fifty years. They have stood the test of time and are being made better year by year. The new Foss-Set setting holds the bristles securely as long as the brushes last. It may be used in oil, water, gasoline, turpentine, paint removers, and even in dilute nitric acid without injury to the setting. Will not swell, burst nor pull apart.

Double Guarantee

Whenever you purchase a brush from us you must receive entire satisfaction or a new brush will be given you absolutely free. You are to be the judge as to the service which you should receive, based on the price you pay. The manufacturers from whom we buy the brushes guarantee them to us and we in turn guarantee them to you.

FOSS-SET VICTORIOUS IN TUG-O-WAR

This terrific test was actually given one of the Foss-Set wall brushes such as is shown in the illustration below. This brush was securely fastened with a rope on the handle and another rope tightly screwed onto the bristles. Twelve men then grasped the ropes and pulled with all their strength but did not budge the bristles from their setting.

The Foss-Set setting absolutely holds bristles as long as the brush lasts.

WITHSTANDS HALF-TON PULL

The men below exerted a pull of over half a ton on these bristles and the Foss-Set setting. After the test, the brush was in as good condition as before the test was made.



Manhattan PREMIER

SOLID CENTER STUCCO

Every painter likes to have at least one paint brush which is the equal of any brush ever made. The Manhattan is such a brush. It is absolutely the finest brush in our line, or on the market. It is beautiful in appearance. The workmanship and materials in this brush are the finest. The bristles are extra long, full length black Chinese bristles of the very best grade obtainable. The bristles are the cream of the market and painstaking care has seen that they were properly prepared and conditioned. Heavy stock. Permanent setting which will hold every bristle in place as long as the brush lasts. This is our finest brush and is guaranteed in every respect. Shown at right.



SOLID CENTER STUCCO

This is one of the finest brushes in our line. You have to work with this brush to appreciate it. Similar to the Manhattan. Solid center, leather bound, green handle. This brush has the very best of extra long, black Chinese bristles.

You will go a long way before you can find a brush to equal this one. It is priced within reach of every painter. Foss-Set, can be used in anything without injury to the setting. This patented setting will hold the bristles in an iron grasp as long as there is any brush left. You can use it right down to the last inch. Beautifully finished. You can do better work with this brush. It is a real pleasure to work with it.

No. 300-2004— $3\frac{1}{2}$ inches wide by $5\frac{1}{4}$ ins. long. **\$3.50**

No. 350-2005—4 inches wide by $5\frac{1}{2}$ ins. long. **\$4.00**

No. 350-2034—4 ins. wide by $5\frac{1}{8}$ ins. long. **\$3.60**

No. 400-2035— $4\frac{1}{2}$ ins. wide by $5\frac{1}{2}$ ins. long. **\$4.00**

No. 300-2033— $3\frac{1}{2}$ ins. wide by $4\frac{7}{8}$ ins. long. **\$3.00**

PRACTICAL STUCCO

SOLID CENTER

A real brush, and a prime favorite with hundreds of master painters. Here is a solid center, leather bound stucco brush which will give lasting service and a lot of real painting pleasure to its owner. Made with the best of long, selected, black Chinese bristles. Three row. Beautifully finished with a strong leather binding and a polished green handle. Fits right into your hand. Well balanced and easy to work with. This is an exceptional value for the money. Foss-Set setting holds bristles in vise-like grasp. Guaranteed fully.



No. 300-2028— $3\frac{1}{2}$ inches wide by $4\frac{1}{2}$ ins. long. **\$2.80**

No. 350-2029—4 ins. wide by $4\frac{3}{4}$ ins. long. **\$3.35**

A WIDE RANGE OF STUCCO BRUSHES

A.M. Hughes SPECIAL STUCCO

\$ **1.75**
3½ x 4

I had this brush especially made by the Wooster Company for Kangaroo painters. Most of you know what it is and the high quality that is in this brush. I don't believe it can be touched at the price.

There is a lot of good quality in this brush. Its patented Foss-Set construction is the latest advance in brush-setting in recent years. This setting holds the bristles in the vise-like grasp of solid bakelite such as you see on radio panels. There is nothing harder than this setting. It resists liquids of all kinds even dilute nitric acid. Nothing will ever damage the setting which will not injure the bristles themselves.

Will not swell, burst nor pull apart.
A real brush value.

A Real Value

This is a beautiful, long-lasting, leather-bound stucco brush. It has the famous green handle and is made of pure Chinese bristle with solid center. This is truly a painter's brush. In order to do good work you must have good tools. For this reason I have had this brush made up. It is an outstanding value for the money. Well finished and well made.

A. M. HUGHES.

	Width	Lgth.	Each
No. 300-2002—	3½ in.	4 in.	\$1.75
No. 350-2003—	4 in.	4¼ in.	2.25

This is a very elastic pure bristle brush intended for the painter who prefers a shorter stock brush than our Tuxedo-Countess. Fully guaranteed by Great Western and the manufacturer. A very economical brush to buy.

Look for the signature of
A. M. Hughes on this brush.

FOSS-SET
GUARANTEED
USE IN ANYTHING

SPECIAL
STUCCO

MADE BY WOOSTER

Genuine Foss-Set, guaranteed by the manufacturer and by Great Western. Here is a brush you will be proud to own.

TUXEDO STUCCO BRUSH



**188 Pounds
on a Wooster**

A Good Brush to Hang onto

Here is a brush that will give you first class painting results! A guaranteed Wooster Brush made with the patented Foss-Set Process.

A 180-lb. man suspended his weight from a half inch of bristle at the end of a Wooster brush without weakening the brush in any way. That's how strong Wooster bristles are and how securely they are held in the brush.

$3\frac{1}{2}" \times 4\frac{1}{4}"$
\$ 2³⁵

The Tuxedo Stucco Brush like all other Foss-Set brushes, is guaranteed not to shed its bristles, swell, nor come apart. The Foss-setting is the strongest setting known. The bristles are held in a bakelite setting that lasts as long as the brush lasts.

This is the famous green-handled stucco brush which so many painters have used and recommended. It is made of the finest black Chinese bristles, held in this setting which is proof against all liquids, even a dilute solution of nitric acid. Anything that will not harm the bristles will not harm the setting. Serviceable down to the last inch.

This is a real painter's tool which fits the hand and enables you to do the best of work with a minimum of labor.

New Low Prices

No. 2000— $3\frac{1}{2} \times 4\frac{1}{4}$ inches, each\$2.35
No. 2001—4 x $4\frac{1}{2}$ inches, each 3.00

VICTOR STUCCO

Here is a good serviceable brush for general all-around work. A leather-bound stucco brush with plugged center. Good black bristles. A good brush for the money.

	Length	Width	Each
No. 2022—	$3\frac{1}{2}$ in.	x $4\frac{1}{2}$ in.\$2.15
No. 2023—	4 in.	x $4\frac{3}{4}$ in. 2.60

"2607" Stucco WHITE RUSSIA BRISTLES

This is a real, worth-while brush which will give good satisfaction. White Russia bristles mean long wear. Heavy stock. This brush will give good service for a long time. It is well made and neatly finished. A fine tool.

No. 2008— $3\frac{1}{2} \times 4\frac{1}{2}$ inches, each..\$2.85
No. 2009—4 x $4\frac{3}{4}$ inches, each.. 3.65



De Luxe METAL BOUND STUCCO

The binding of this brush is a seamless nickel ferrule; the bristles can't pull out. It is made of pure Black Chinese bristles set in solid rubber and vulcanized. Many master painters prefer this brush to a leather-bound stucco. A good and serviceable brush.

No. 2016-N-30— $3\frac{1}{2} \times 4\frac{3}{4}$ in., each..\$2.15
No. 2017-N-35—4 x 5 in., each.. 3.00



"2608" METAL BOUND STUCCO

This brush is similar to the DeLuxe stucco. It also has a nickel ferrule instead of the leather. It is made of white Russia bristles instead of the Chinese found in the DeLuxe. This brush has found great favor with many painters. Bristles have plenty of snap and life.

No. 2010— $3\frac{1}{2} \times 4\frac{3}{4}$ in., each..\$2.60
No. 2011—4 x $4\frac{3}{4}$ in., each.. 3.25

OPEN CENTER STUCCOS



O. C. Wonder

Here is an open center brush for the painter who wishes that style. It is a cracker-jack. Permanent setting. Will not shed nor come apart. Just the right elasticity for perfect working. This brush is leather bound and made of the best selected black Chinese bristles, long and heavy. Open center. A brush that has found favor with many painters.

No. 30-2024—3½ in. wide by 4¼ in. long \$2.25

No. 35-2025—4 in. wide by 4½ in. long 2.85

O. C. Worker

This brush is Wooster's Faro. Just about the best open center stucco on the market. Beautifully made with long, selected, black Chinese bristles. Leather binding. Permanent setting may be used in anything that will not injure the bristles. Well finished. This brush will give lasting service. Fully guaranteed both by Great Western and the manufacturer.

No. 30-2026—3½ ins. wide by 4 ins. long \$1.75

No. 35-2027—4 ins. wide by 4¼ ins. long 2.35

"O. C. Winner"

Another of the Wooster line open center stucco brushes which will give worlds of satisfactory service. Leather bound, and beautifully finished. The bristles are black Chinese, very long and heavy. A brush made for the practical painter who wants a real dependable tool. Fine for ceiling work.

No. 30-2030—3½ ins. wide by 4½ ins. long \$2.65

No. 35-2031—4 ins wide by 4¾ ins. long 3.30

No. 40-2032—4½ ins. wide by 4¾ ins. long 3.65



"SUPREME"

Open Center Stucco

The Supreme is a good working tool preferred by painters everywhere. It is a full black stock Chinese bristle brush of high quality. Built to give lasting wear. A brush for the master painter. Well finished. Leather bound. Open center.

No. 2020—3½ ins. wide by 4¾ ins. long \$3.60

No. 2021—4 ins. wide by 5 ins. long 4.25

GREAT WESTERN SELLS TO PAINTERS ONLY!

The Great Western Plan is founded upon the idea that the painter is the rightful man to sell paint and reap the profit therefrom. This company is the pioneer in the field of selling direct to the painter and thinking painters all over the United States recognize this fact and stick to us.

You are sure of getting the highest

quality paint for the very lowest prices when you buy from Great Western. Everything possible is being done to give the painter service so that he may sell paint to his customers and make a business man's profit on that sale.

Make full use of the Great Western Plan in 1930 and watch your profits grow.



Fancy Wall Brush

This is an excellent brush which will give lasting service. A brush which just seems to fit the hand. A Wooster brush which carries our guarantee and that of the manufacturer. Nickel-plated ferrule. Beaver tail handle. Bristles are long and the very best selected, pure black, Chinese. The pick of the Chinese bristle market goes into these brushes.

- No. 2113— $3\frac{1}{2} \times 4\frac{1}{2}$ inch \$2.65
 No. 2114—4 $\times 4\frac{3}{4}$ inch 3.45

Master Painter Wall Brushes



WOOSTER'S

One of the best metal bound brushes. Beaver tail handle. Heavy stock. Pure, black, Chinese bristles, Foss-Set. You will get a lot of real service from this brush.

- No. 2115— $3\frac{1}{2}$ in. wide
 by $4\frac{1}{4}$ in. long... \$2.20
 No. 2116—4 in. wide
 by $4\frac{1}{2}$ in. long... 2.75



ATLAS

The same style as the brush above, but not quite so full stock. A good brush for the money.

- No. 2117— $3\frac{1}{2} \times 3\frac{3}{8}$ inches \$2.20
 No. 2118—4 $\times 4\frac{3}{8}$ inches 2.75

TRYME



WALL BRUSH

This is a very popular low-priced wall brush, made of all pure black Chinese bristles. Nickeled ferrule. While this is not as good as some of our other wall brushes, it represents a real value for the

money. Good brush for household use. Beaver tail handle.

- No. 2189—3 inches wide by $3\frac{1}{4}$
 inches long. Each..... \$1.10
 No. 2190— $3\frac{1}{2}$ inches wide by $3\frac{3}{4}$
 inches long. Each..... 1.40
 No. 2191—4 inches wide by 4 inches
 long. Each 1.75

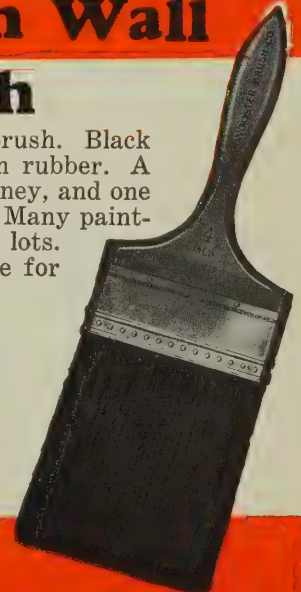
Black Diamond Wall Brush



This brush is one of our best sellers. Nickel ferrule, beaver tail handle. Mixed bristles, set in rubber. A serviceable brush for the money.

- No. 2104— $3\frac{1}{2}$ in. wide
 by 4 in. long.
 Each \$1.40
 No. 2105—4 in. wide
 by $4\frac{1}{4}$ in. long.
 Each 1.70

Winton Wall Brush



Metal bound wall brush. Black Chinese bristles set in rubber. A good brush for the money, and one that will give service. Many painters buy them in dozen lots. You will find good use for a brush of this type.

- No. 2110—3 in. wide by
 $3\frac{3}{4}$ in. long.
 Dozen lots \$8.50; each 75c
 No. 2111— $3\frac{1}{2}$ in. wide by
 $3\frac{1}{2}$ in. long.
 Doz. lots \$11.00; each 95c
 No. 2112—4 in. wide by
 $3\frac{3}{4}$ in. long.
 Doz. lots \$13.00; ea. \$1.25

**Good Brushes Save
 Time and Money**

SPECIAL WALL BRUSHES



FOSS-SET
Foss-Set is the strongest setting known. It is the firmest gripping and best setting developed for paint brushes for over 70 years. Holds bristles securely as long as the brush lasts. Nothing will damage anything. Can be used in pentine—oil, water, tur- movers, alcohol, paint re- lution of nitric acid will not affect this setting. Will not swell, burst nor pull apart.

FOSS-SET
GUARANTEED
USE IN ANYTHING

The three special brushes listed on this page are all made on the same general lines and look like the illustration shown above. The difference in prices of the brushes comes from the type, length and fullness of bristles used. These are fine tools for the master painter and you will find that they will give satisfaction in every respect.

REDHEFFER SPECIAL

A good wall brush with nickel-plated ferrule. The bristles are long and the very best selected, black, Chinese bristles, Foss-Set. Guaranteed for use in anything. Setting absolutely permanent. Both setting and bristles are first class and you know that is the two things which go to make up a good brush. Beaver tail handle with natural varnished handles.

No. 2139— $3\frac{1}{2} \times 4\frac{1}{8}$ inches, clear.....\$1.65
No. 2140—4 $\times 4\frac{1}{8}$ inches, clear..... 2.15

SLIM SPECIAL

A top-quality brush for the painter who is only satisfied with the best tool on the market. This is an extra long and the heaviest metal wall in our line. Very best of selected Chinese bristles. These bristles are the finest to be had in the world today. Just the right kick to them to make for long and satisfactory service. This brush is sure to please any painter.

The patented setting is not affected by any liquid which will not injure the bristles. Setting guaranteed to hold the bristle. You will like the feel of this brush. Makes painting easier. Handsomely finished with a yellow varnished handle. Brush is one inch thick. Nickel-plated ferrule, and beaver-tail handle.

No. 2143— $3\frac{1}{2} \times 4\frac{1}{8}$ inches, each....\$2.50
No. 2144—4 $\times 4\frac{1}{8}$ inches, clear.... 3.30

KANGAROO SPECIAL

This brush is similar to the others with its nickel-plated ferrule and natural varnished, beaver-tail handle. This long painters' wall brush is guaranteed for use in anything. Best selected Chinese bristles. Very heavy and full.

No. 2141— $3\frac{1}{2} \times 4\frac{1}{8}$ inches, clear.....\$2.00
No. 2142—4 $\times 4\frac{1}{8}$ inches, clear..... 2.40



OHIO WALL

Made by Wooster. The strongest metal bound brush in the world. It will wear up closer without becoming stiff or stubby. It is good to the last inch.

"H" OHIO WALL

Nickel steel solid ferrule, pressure set best black Chinese bristles. Makes a nice brush for enamel work.

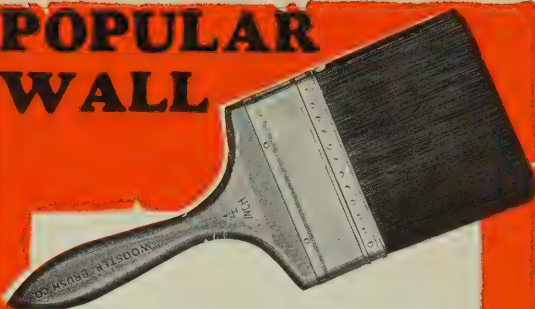
	Width	Length	Each
No. 25-2123	—2 $\frac{7}{8}$ in.	3 $\frac{1}{4}$ in.....	\$0.95
No. 30-2124	—3 $\frac{3}{8}$ in.	3 $\frac{1}{2}$ in.....	1.55
No. 35-2125	—3 $\frac{3}{4}$ in.	3 $\frac{3}{4}$ in.....	1.95

"E" OHIO WALL

Same style as above but longer stock and heavier.

	Width	Length	Each
No. 25-2126	—2 $\frac{7}{8}$ in.	3 $\frac{3}{4}$ in.....	\$1.40
No. 30-2127	—3 $\frac{3}{8}$ in.	4 in.....	2.00
No. 35-2128	—3 $\frac{3}{4}$ in.	4 $\frac{1}{4}$ in.....	2.45

POPULAR WALL



Here is a metal bound wall brush which will be found good for small jobs. Made of pure bristles set in rubber. A good value for the money.

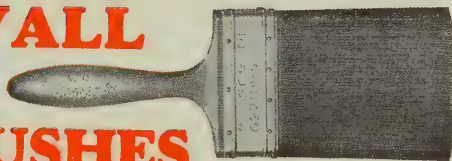
	Width	Length	Doz. Lots	Each
No. 2106	—3 in.	2 $\frac{3}{4}$ in....	\$6.50	\$0.60
No. 2107	—3 $\frac{1}{2}$ in.	3 in....	7.75	.70
No. 2108	—4 in.	3 $\frac{1}{4}$ in....	8.50	.75
No. 2109	—4 $\frac{1}{2}$ in.	3 $\frac{1}{2}$ in....	11.00	1.00

RAVEN WALL

A cheap wall brush made for household use. Metal bound.

	Width	Length	Doz. Lots	Each
No. 2135	—2 $\frac{1}{2}$ in.	2 $\frac{1}{2}$ in.....	\$2.75	\$0.25
No. 2136	—3 in.	2 $\frac{1}{4}$ in.....	3.50	.35
No. 2137	—3 $\frac{1}{2}$ in.	2 $\frac{1}{4}$ in.....	4.25	.40
No. 2138	—4 in.	2 $\frac{1}{2}$ in.....	5.25	.50

WALL



BRUSHES

Metal bound; Beaver tail handle; White Russia Bristles; set in vulcanized rubber.

No. 2131	—Width 3 $\frac{1}{2}$ in., length 4 $\frac{1}{2}$ in.	Each	\$1.90
No. 2132	—Width 4 in., length 4 $\frac{3}{4}$ in.	Each	\$2.25

Metal bound; Beaver tail handle; White Russia Bristles; full stock; set in vulcanized rubber.

No. 2133	—Width 3 $\frac{1}{2}$ in., length 4 $\frac{1}{2}$ in.	Each	\$2.15
No. 2134	—Width 4 in., length 4 $\frac{3}{4}$ in.	Each	\$2.45

BATAVIA BLACK WALL

This brush is made of the best black Chinese bristles, vulcanized in rubber. Beaver tail handle.

No. 2186	—3 $\frac{1}{2}$ x 3 $\frac{3}{4}$ inches	\$1.40
No. 2187	—4 x 4 $\frac{1}{4}$ inches	1.75
No. 2188	—5 x 4 $\frac{1}{2}$ inches	2.55

SHASTA WALL

This is the famous Wooster Shasta which is fully described on page 121. Moderately priced but a wonderful brush at any price. The bristles are held firm and tight. They wear and wear but won't come out. Made in the famous Shasta construction. Solid center. Best black Chinese bristles.



A brush which will fit your hand and enable you to do better work.

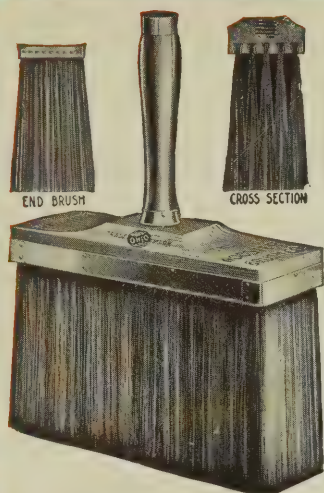
No. 2149	—Width 3 $\frac{1}{2}$ in., length 3 $\frac{3}{4}$ in.	Each	\$1.50
No. 2150	—Width 3 $\frac{1}{2}$ in., length 4 $\frac{1}{4}$ in.	Each	\$1.90

GRAY EAGLE WALL

Gray Eagle is one of our most popular sellers. Painters who try them will have nothing else. Made of old-fashioned Gray Russia bristles which are a little harder to break in but which give worlds of lasting service. Heavy stock. Set in rubber. Metal bound. A wonderful brush.

No. 2129	—3 $\frac{1}{2}$ inches by 4 $\frac{1}{4}$ inches	\$2.15
No. 2130	—4 inches by 4 $\frac{1}{4}$ inches	2.85

Kalsomine--Whitewash Brushes, Etc.



Dutch Style Kalsomine

WOOSTER No. 9-0

OHIO GERMAN KALSOMINE

Patented construction. Made in sections securely locked in groove. Can be used in oil and paints as well as in water colors. Block $2\frac{3}{4} \times 7\frac{1}{4}$ inches. No. 2300—Length $4\frac{1}{8}$ in.

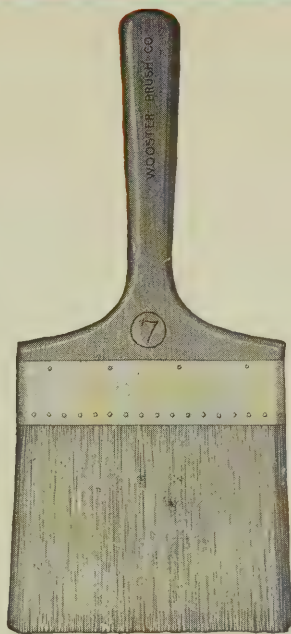
Price, each\$4.65



Rubberset Co.'s Victory Dutch Kalsomine Brush

Made of high quality gray Russia bristles. Can be used in oil or water paints.

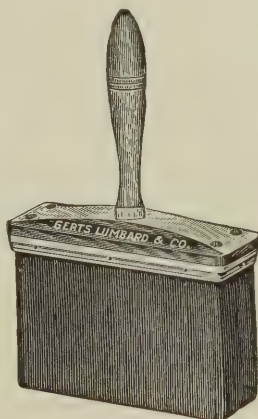
No. 2301—No. 9. Block $2\frac{1}{2} \times 7\frac{1}{4}$ in. Length $4\frac{3}{4}$ in. Each. \$5.00
No. 2302—No. 8. Block $2\frac{1}{2} \times 7\frac{1}{4}$ in. Length 5 in. Each. \$6.00



Master Kalsomine Brush

Set in rubber, galvanized iron band, white wood handles, white Russia bristles outside, gray center.

No.	Width	Length	Each
2303—7-inch.	$5\frac{1}{2}$ inch.		\$8.20
2304—8-inch.	$5\frac{3}{4}$ inch.		9.35



Liberty Kalsomine Brush

Formerly styled German Kalsomine. All pure Russia bristles, set in solid rows, imbedded in vulcanized rubber. Can be used in paint.

No. 2305—No. 59. Block $2\frac{1}{2} \times 7\frac{1}{4}$ in. Length $4\frac{1}{2}$ in. Each. \$4.40
No. 2306—No. 61. Block $2\frac{1}{2} \times 7\frac{1}{4}$ in. Length 5 in. Each. \$5.50

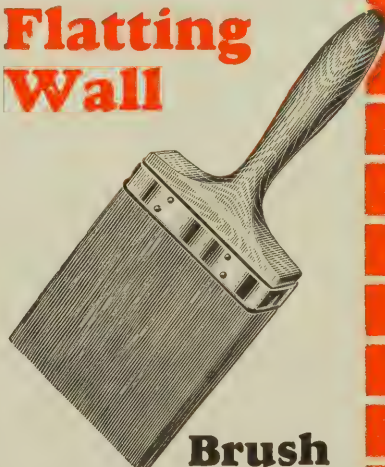


Liberty American Kalsomine Brush

Set in rubber, solid steel band, best Russia bristles.

No. 2307—No. 69. Block $1\frac{5}{8} \times 7\frac{1}{2}$ in. Length $4\frac{1}{2}$ in. Each. \$3.75
No. 2308—No. 70. Block $1\frac{3}{4} \times 8$ in. Length $4\frac{5}{8}$ in. Each. 4.50
No. 2309—No. 71. Block $1\frac{3}{4} \times 8$ in. Length $5\frac{1}{8}$ in. Each. 5.35

Flatting Wall



Brush

Set in rubber, with solid steel band. Works like a good flat brush and holds more color. Fine for fast jobs.

No. 2119—No. 10. Block $1\frac{5}{8} \times 4\frac{1}{4}$ in. Bristle $4\frac{3}{4}$ in. Each. \$3.00
No. 2121—No. 15. Block $1\frac{5}{8} \times 4\frac{1}{4}$ in. Bristle 5 in. Each. \$4.00
No. 2120—No. 12. Block $1\frac{5}{8} \times 4\frac{1}{4}$ in. Bristle $4\frac{1}{2}$ in. Each. \$3.65
No. 2122—No. 45. Block $1\frac{3}{4} \times 4\frac{1}{4}$ in. Bristle $5\frac{1}{8}$ in. Each. \$4.35



Wooster's Baby Dutch Kalsomine

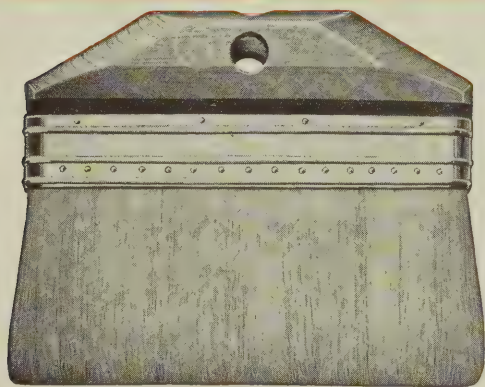
A wonderful brush. Perfect in every way. It is metal bound with a galvanized iron ferrule. Best black Chinese bristles. Foss-set. Can be used in anything. Holds more color than ordinary brushes. Get job done quicker and better. May be used for paste or kalsomine.

	Block	Bristle	
No. 2312-N-2—1 $\frac{5}{8}$ x5 in.	4 $\frac{1}{4}$ in.		\$3.50
No. 2313-N-3—1 $\frac{5}{8}$ x5 in.	3 $\frac{3}{8}$ in.		2.50

DeLuxe Kalsomine

White wood handle, galvanized iron ferrule. Best quality long gray Russia bristles. Guaranteed setting. A real brush, and one which you will be proud to own. There are years of hard service in this brush. An exceptional brush.

No. 2314—7 in. wide	
by 5 $\frac{1}{4}$ in. long	\$6.15
No. 2315—8 in. wide	
by 5 $\frac{1}{4}$ in. long	6.75



Del Monte Whitewash

A Fair Quality for Ordinary Work.
Good Black Bristles.
Nickel Plated Band.

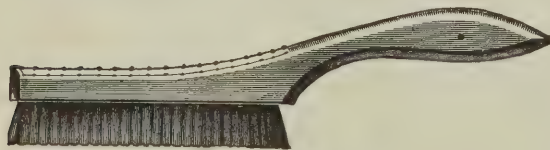
	Width	Length	Each
No. 2500—6 in.	2 $\frac{5}{8}$ in.		\$0.70
No. 2501—7 in.	2 $\frac{7}{8}$ in.		1.00
No. 2502—8 in.	3 in.		1.30

Spokane Whitewash

Gray	No. 2503—6 inches, each	\$0.45
Tampico	No. 2504—7 inches, each	.50
Stock	No. 2505—8 inches, each	.60

Special Whitewash Brush

Fibre	No. 2507—6 inches wide, each	\$0.20
Stock	No. 2508—7 inches wide, each	.25
Tin Bound	No. 2509—8 inches wide, each	.30



Furniture Rubbing Brush

Extra Quality Stiff Brushes,
Drawn with Brass Wire.

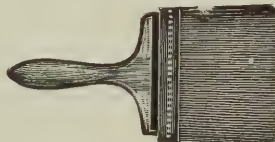
No. 2850—Each	\$0.65
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Cottage Kalsomine Brushes

Brass bound, varnished handles, all pure black Chinese bristles.

	Width	Length	Each
No. 2310—7 in.	3 $\frac{3}{4}$ in.		\$1.25
No. 2311—8 in.	4 in.		1.65

HAWKEYE Paperhanger's Paste Brush



Leather bound. Gray bristles. Wooster's Climax.

	Width	Length	Each
No. 2400—7 in.	4 in.		\$2.90
No. 2401—8 in.	4 in.		3.25

ALPINE Paperhanger's Paste Brush

Galvanized iron band, hardwood handle, gray Russia bristles.

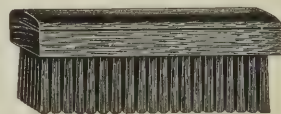
	Width	Length	Each
No. 2402—7 in.	4 $\frac{3}{4}$ in.		\$3.65
No. 2403—8 in.	4 $\frac{3}{4}$ in.		4.25

ARROW Paperhanger's Paste Brush

No. 2404

Black Chinese bristles.		
Wdth.	Lgth.	Each
7 in.	4 in.....	\$3.25

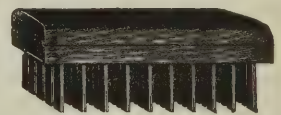
Steel Wire Brushes Wisco Brand



No. 2600—6x19 rows, length 1 $\frac{3}{4}$ ins., each \$0.30



No. 2601—4 rows, lgth. of wire, 1 $\frac{1}{2}$ in., each \$0.25

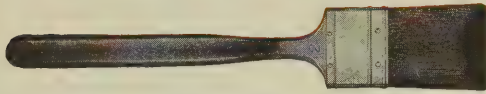


No. 2602—5x10 rows, length of wire, 1 $\frac{1}{2}$ in., each \$0.25



No. 2603—5x10 rows, length of wire, 3 in., each \$0.35

Varnish Brushes



Flat Cutter Sash

Long cedar handles; black bristles; best sash brush made.

	Width	Length	Each
No. 2222—1	in. 2	in.....	\$0.20
No. 2223—1½	in. 2¼	in.....	.35
No. 2224—2	in. 2½	in.....	.50

Hawkeye Varnish Brush

Brass bound, finest black Chinese bristles, set in rubber.

No. 2225—2	in., each.....	\$0.75
No. 2226—2½	in., each.....	1.20
No. 2227—3	in., each.....	1.50

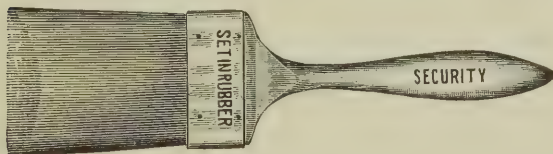


Favorite Varnish Brush

Very well-known among expert painters. A high-grade brush of good elasticity. Triple thick. Silk thread Chinese bristles, the finest on the market for varnish brushes. Yellow, beaver tail handle.

Triple thick, chiseled, nickel ferrule, selected black Chinese bristles.

	Width	Length	Each
No. 2295—1½	in. 2½	in.....	\$0.60
No. 2296—2	in. 2½	in.....	.80
No. 2297—2½	in. 3	in.....	1.00
No. 2298—3	in. 3½	in.....	1.25

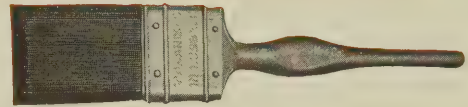


Security Varnish Brush

Steel bound, set in rubber oval beaver tail handle. Triple thick selected black bristles. Strictly high-grade brush.

	Width	Length	Each
No. 2242—2½	in. 3¼	in.....	\$1.10
No. 2243—2½	in. 3½	in.....	1.50
No. 2244—3½	in. 3¼	in.....	1.90

Very well-known among expert painters. A high-grade brush of good elasticity. Triple thick. Silk thread Chinese bristles, the finest on the market for varnish brushes. Yellow, beaver tail handle.



XXX Winton Varnish

Foss-set, nickel ferrule, natural polished handle, best black bristles.

	Width	Length	Each
No. 2248—1	in. 2	in.....	\$0.35
No. 2249—1½	in. 2¼	in.....	.45
No. 2250—2	in. 2½	in.....	.65
No. 2251—2½	in. 2¾	in.....	.85
No. 2252—3	in. 3	in.....	1.00

Chief Varnish Brush

Nickel bound, best black bristles, double thick, cement set.

	Width	Length	Each
No. 2233—1	in. 1⅞	in.....	\$0.30
No. 2234—1½	in. 2	in.....	.40
No. 2235—2	in. 2¼	in.....	.55
No. 2236—2½	in. 2½	in.....	.65
No. 2237—3	in. 2½	in.....	.85



Service Varnish Brush

Tin bound, black bristles. A cheap household brush.

	Width	Length	Doz.	Lots	Each
No. 2253—1	inch.....		\$1.00		\$0.10
No. 2254—1½	inch.....		1.25		.12
No. 2255—2	inch.....		1.50		.15
No. 2256—2½	inch.....		2.00		.20
No. 2257—3	inch.....		2.50		.25

Coon Varnish Brush

Yellow handle, tin bound, black bristles.

	Width	Length	Each
No. 2228—1	in. 1⅞	in.....	\$0.15
No. 2229—1½	in. 1¾	in.....	.20
No. 2230—2	in. 2	in.....	.25
No. 2231—2½	in. 2	in.....	.35
No. 2232—3	in. 2½	in.....	.40

"EXTRA-ENAMELO"

For the Master Painter. Here is a brush made especially for applying Enamel Paint. You have always wanted a brush just like this. It's just the right length, is elastic and not too stiff. Made of selected Black Chinese Bristles, solid center and nickel bound.

	Width	Length	Each
No. 2265—Width, 3	in.; length, 4	in.....	\$1.75
No. 2266—Width, 3½	in.; length, 4¼	in.....	2.75

SHASTA

IT'S A WOOSTER

For first class work you can't beat this famous brush. The Shasta is a thoroughbred brush in looks and action and wearing quality. Its price is moderate and it is fully guaranteed. When buying brushes always consider more than merely price and appearance. A poor brush generally looks attractive and will fool even an expert. Actual use alone determines the quality of a paint or varnish brush. Sleek, springy bristles flow the paint on evenly and smoothly. The bristles are held firm and tight—they wear and wear, but don't come out. The Wooster "Shasta" patented process not only produces a better brush, but produces it at less cost! Thus you get exceptional value.

Read This Guarantee

Three-quarters of a century of experience and reputation are built into Wooster Brushes. They are nationally known as fine brushes and every one is guaranteed. When you buy a Shasta Brush, you must get satisfactory wear and service. Shasta Brushes never shed their bristles.

Shasta Varnish Brushes

Nickel-Plated, Solid Steel Ferrules, Natural Varnished Handles with Red Stripe. Very best Pure Black Chinese Bristles, long stock, solid center, warranted for all purposes. Packed six in a box. Made by a new patented process. Foss-set.

	Width	Length	Each
No. 33—2200	2 $\frac{1}{8}$ "	2 $\frac{7}{8}$ "	\$0.55
No. 44—2201	2 $\frac{5}{8}$ "	3 $\frac{1}{8}$ "	.75
No. 55—2202	3 $\frac{1}{8}$ "	3 $\frac{3}{8}$ "	1.00
No. 15—2203	3 $\frac{1}{8}$ "	3 $\frac{5}{8}$ "	1.45
No. 16—2204	3 $\frac{1}{2}$ "	3 $\frac{5}{8}$ "	1.80
No. 17—2205	4"	3 $\frac{7}{8}$ "	2.10

White Shasta Varnish Brushes

Pure Selected White French Bristles, solid center. Natural varnished handles, nickel ferrules, Foss-set.

	Width	Length	Each
No. 330—2206	2 $\frac{1}{8}$ "	2 $\frac{7}{8}$ "	\$1.00
No. 440—2207	2 $\frac{5}{8}$ "	3 $\frac{1}{8}$ "	1.10
No. 550—2208	3 $\frac{1}{8}$ "	3 $\frac{3}{8}$ "	1.40

Shasta Sash Tools



Nickel Plated Steel Ferrule
Solid Center, Best Black Chinese Bristles

	Width	Length	Each
No. 77—2239	1 $\frac{5}{8}$ "	2 $\frac{5}{8}$ "	\$0.45
No. 88—2240	2 $\frac{1}{8}$ "	2 $\frac{7}{8}$ "	.60

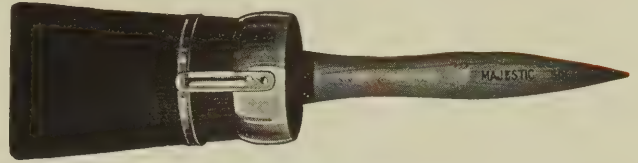
OVAL VARNISH BRUSHES



Oval Varnish

Full oval, new shape, beaver tail handle. Best black Chinese bristles.

	Width	Length	Each
No. 50-2209—	2½ in.	3½ in.	\$1.25
No. 60-2210—	2¼ in.	3¾ in.	1.60
No. 70-2211—	2½ in.	4 in.	1.95



DeLuxe Oval Chisel Varnish

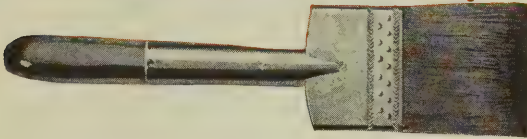
Best Quality Black Chinese Bristles.
Nickel-Plated Ferrule.

Flagg Oval Varnish Brushes

No. 11-2212—	Flagg Oval Varnish,	1¼x3	\$0.55
No. 22-2213—	Flagg Oval Varnish,	1½x3¼	.70
No. 33-2214—	Flagg Oval Varnish,	1¾x3¼	.90
No. 44-2215—	Flagg Oval Varnish,	2 x3¾	1.40

	Length	Width	Each
No. 6-0—2216—	3½ in.	1⅞ in.	\$1.20
No. 8-0—2217—	3¾ in.	2 in.	1.45
No. 10-0—2218—	4 in.	2⅞ in.	1.85
No. 12-0—2219—	4½ in.	2¼ in.	2.20

SOFT HAIR VARNISH BRUSHES



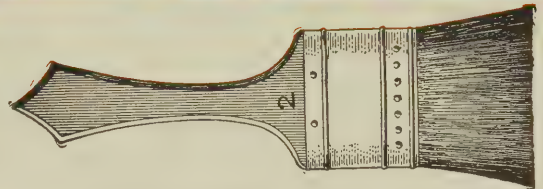
DOUBLE CHISEL FITCH FLOWING

Nickel-plated finish. Soft flowing. A very superior brush.

No. 2260—	1½ inch, each	\$0.80
No. 2261—	2 inch, each	.95
No. 2262—	2½ inch, each	1.20
No. 2263—	3 inch, each	1.45

BADGER HAIR FLOWING

No. 2663—	2 inch, each	\$1.65
No. 2264—	2½ inch, each	2.15
No. 2665—	3 inch, each	2.40

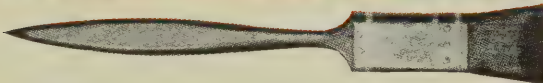


"Super Ex" C.H. Color

DOUBLE THICK

	Width	Each
No. 2267—	1 in.	\$0.50
No. 2268—	1½ in.	.60
No. 2269—	2 in.	.75
No. 2270—	2½ in.	.85
No. 2271—	3 in.	.95

SIGN WRITERS' BRUSHES AND PENCILS



Ox Hair Sign Writers

No. 2708—	¼ inch	\$0.25
No. 2709—	½ inch	.35
No. 2710—	¾ inch	.45
No. 2711—	1 inch	.60

Camel Hair Marking

No. 2769

Best quality, dome pointed, round tin ferrules, long handles. Assorted 1 to 4. Dozen\$0.90

ARTISTS' OR FITCH'S

Black Chinese Bristles Chisel Artists' Brushes

No. 2762—	½ inch	\$0.15
No. 2763—	¾ inch	.20
No. 2764—	¾ inch	.25
No. 2765—	1 inch	.30



Sablène One Stroke

No. 2712—	¼ inch	\$0.30
No. 2713—	¾ inch	.35
No. 2714—	½ inch	.45
No. 2715—	¾ inch	.55
No. 2716—	¾ inch	.75
No. 2717—	1 inch	1.10

Camel Hair Sword Striping

No. 2704

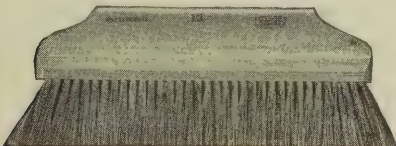
Flat tin ferrules, without handles. Hair 2 to 2¾ ins. long. Nos. 1, 2, 3 and 4, assorted, per doz.....\$2.50

SABLENE SIGN WRITERS

Flat, nickel-plated ferrule, red flat polished handles, chiseled edges. Length of hair, ¾ inch to 1 inch.

	Width	Each
No. 2650—	¼ inch	\$0.40
No. 2652—	½ inch	.60
No. 2653—	¾ inch	.85
No. 2654—	1 inch	1.10

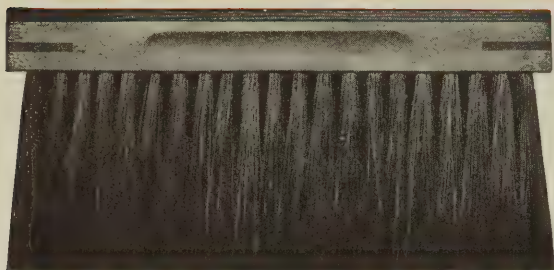
Regal Smoother or Dry Brush



One of the finest smoothers on the American market today. All pure white bristles, four row, one inch thick. Bristles 3 inches clear of block. Made for ceilings, tints, pulps, and especially for soft papers. It will not mar papers of the softest texture. The best thing we have seen in the way of a smoothing brush.

No. 2921—	12 inches wide	\$3.25
No. 2922—	14 inches wide	3.50

MISCELLANEOUS BRUSHES



Wall Stippler

Extra fine Gray Russian Bristles. Warranted not to warp.

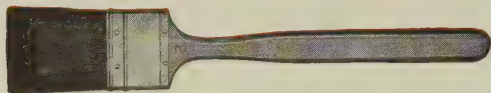
No. 2852—Block 3x8 inches Each \$4.50



Leader Skimmer

Leather bound, double nailed, gray bristles, very full and heavy.

No. 2853—8 inches wide. Each.....\$4.00



Nero Bronzing Brush

		Each
No. 2854—1	inch\$0.25
No. 2855—1½	inch35
No. 2856—2	inch40

Floor Waxing and Polishing Brush

No. 2858—15 lb.\$1.75
No. 2859—25 lb.2.50

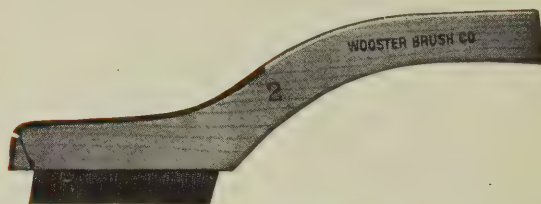
Angular Fresco Liners

No. 2778—	★	inch\$0.15
No. 2779—	¼	inch20
No. 2780—	⅜	inch25
No. 2781—	½	inch30
No. 2782—	⅝	inch35
No. 2783—	¾	inch50
No. 2784—	⅞	inch60
No. 2785—	1	inch70

Brick Striper

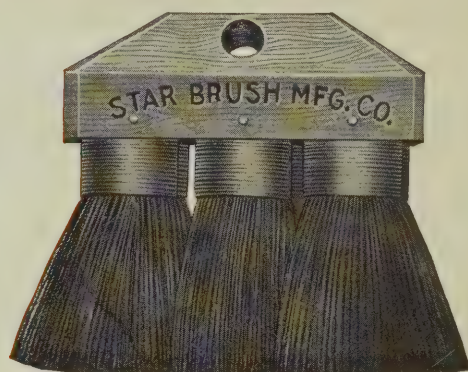
For Fine Striping

No. 2860\$0.30



King Roofing Brush

No. 2861—3 knot, each.....\$0.85
No. 2862—4 knot, each.....1.10



C. B. Roofing Brush

No. 2863—3 knot, each.....\$1.65
No. 2864—4 knot, each.....2.10

Stencil Brushes--Gray

No. 2866—No. 2,	each	\$0.25
No. 2867—No. 4,	each	.30
No. 2868—No. 6,	each	.34
No. 2869—No. 8,	each	.40
No. 2870—No. 10,	each	.50
No. 2871—No. 12,	each	.65



Neverleak Roofing Brush

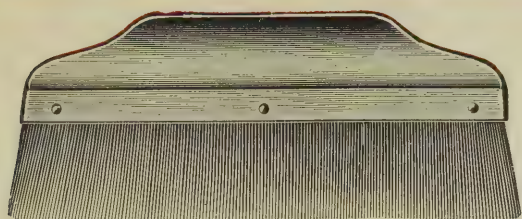


No. 2865
All black Tampico; 8 in. wide, 3½ in. in length. Wire fastened. A good brush for applying Roof Cement or black roof paint.
Each\$0.65

Walnut Graining Whip

Brass Bound—Selected Yellow Russian Bristles

	Width	Length	Each
No. 2872—3	in.	5½ in.\$1.20
No. 2873—3½	in.	5½ in.1.35
No. 2874—4	in.	5½ in.1.50



Side Partner Smoothing Brush

Best stiff black Chinese bristles, imbedded in hard rubber, 2½ inches clear. Very full stock.

No. 2900—12 in. wide, No. 82, each.....\$2.00
No. 2901—14 in. wide, No. 84, each..... 2.35
No. 2902—16 in. wide, each 2.70

Yellow Side Partner

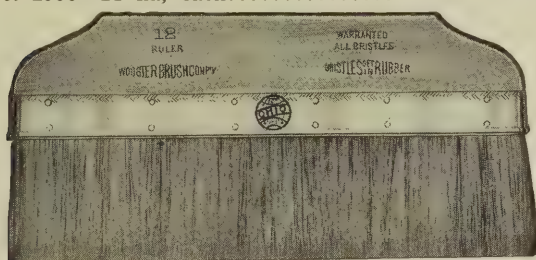
Yellow bristles. Same style as above. Length 2½ inches.

No. 2907—12 in., each.....\$2.80
No. 2908—14 in., each..... 3.25

Humdinger Smoothing Brush

Same style as "Side Partner" but not so full stock. 2½-inch black bristle.

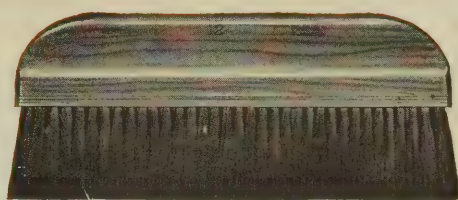
No. 2905—12 in., each.....\$1.60
No. 2906—14 in., each..... 1.80



Fine Smoother

Nickel ferrule, black Chinese bristles, 2¾ inches, clear, untrimmed, block 7/16 inch thick.

No. 2915—12 inches wide\$2.15



Flyer Smoother

New notted construction. Chinese bristles. 2½ inches clear of block. Three-row on block, ¾ inches thick. A light, comfortable brush for high-grade paperhanging.

No. 2918—12 inch, each.....\$2.00
No. 2919—14 inch, each..... 2.35

Climax Smoother

Black bristle; 2-row. 2-inch Bristle.

No. 2903—12 in. wide, each.....\$1.70
No. 2904—14 in. wide, each..... 2.25

GLOBE SMOOTHING BRUSH

Wire drawn. Black Chinese bristles. Two inches clear of block; 2-row. Stiff bristles.

No. 2909—12 in. wide, each.....\$2.10
No. 2910—14 in. wide, each..... 2.60

FIELD

New knotted construction, black Chinese bristles, 2¾ inch clear, untrimmed soft top for hanging very delicate papers, block 1 inch thick, three row.

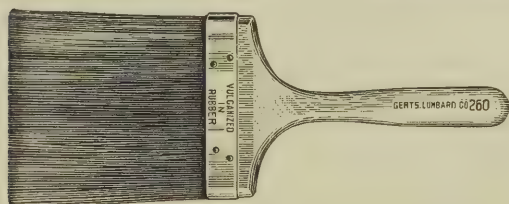
No. 2916—12 inches wide, each.....\$2.20

FLAXEN

New knotted construction, black Chinese bristles. 2½ inches clear of block. Block 1 inch thick, three row.

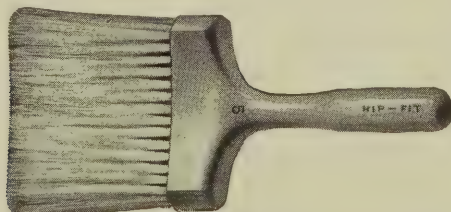
No. 2917—12 inch, each.....\$2.10

PAINTERS' DUSTERS



No. 2950—White Auto
Mixed pure white Russia bristles. Pitch cement set. Red polished block, 4 ins. wide; 4½ in. bristle. Each.....\$1.75

No. 2960—ORIOLE DUSTER. Set in rubber, round handle, black Chinese bristle, horse hair middles, solid nickel plated ferrule. Width 4 inches, length 4 inches. Each\$1.40



HIP FIT DUSTER

Black bristles outside, grey center, curved block, fits the hip.

No. 2961—4¼x3¾ inches, each\$2.10

No. 2955—Oval
Width, 3 in.; length, 3¾ in. Set in pitch. Natural wood handle. Best bristles. Each\$1.25

No. 2956—Flat
Width, 4¼ in.; length, 4¼ in. Round handle. Best black bristles. Each\$1.65

No. 2957—Flat
Width, 4 in.; length, 3½ in. Each\$1.05

No. 2958—Flat
Width, 4 in.; length, 4¼ ins. Each\$1.75

No. 2959—Flat
Width, 4 in.; length, 4¼ in. Each\$2.25



SWIFT SERVICE



SLIM---THE SPEED DEMON

Folks, this is Slim. Slim has a column in the Paint Craft in which he tells each month of the dumb things which he does. Now Slim may be terribly dumb when it comes to some things, but he is certainly a real speed merchant when it comes to getting the orders out right and on time.

Nothing can keep Slim from getting out the orders, even if he has to work all night. He has a group of trained assistants helping him in the shipping department.

They are on their toes to see that your order goes. Quick shipments mean a great deal to the painter and we are doing everything possible to speed up the movement of your orders. You can help in this by sending your orders to the branch nearest to you.

The complete shipping organization of the Great Western company is a marvel of efficiency, and is making Great Western service a by-word among painters.



And Now--Freight Prepaid!

Great Western has up until this time pursued the policy of letting the painter pay the freight on all shipments as we believed that to be the most economical method, and we still think it was until the opening of so many new branches last year.

It was not until after the first sections of this catalog went to press that we had the complete figures on last year's business. We found that we had been paying the freight on merchandise shipped to our various branches and that it would only be a short step to pay the freight all the way to the painter. While it will cost us a little more to do this, we feel that it will result in such increased business that we will be able to do so and still make a reasonable profit.

This prepayment of the freight will remove a barrier in some cases for you. Many of your customers think that the freight charges are higher than they really are and you might lose some business because they were afraid the freight would make the cost of the paint excessive. Now you do not have to worry about that. You can quote them prices laid down in their home town. The price you quote them is the final price and they do not have to wonder how much the freight will be.

This will lessen sales resistance for you and enable you to make sales more easily.

The Great Western Paint Mfg. Corporation is the largest institution of its kind in America. This distinction has been gained through serving the painters of the country faithfully for more than seventeen years. We have been mighty proud of the success the company has made, but are ever striving to give you better materials and service.

-- HOW TO ORDER --

**READ THIS PAGE CAREFULLY. IT WILL
SAVE YOU TIME AND SPEED UP SHIPMENTS**

Catalog Prices Net

The prices quoted in this catalog are the prices which you pay. They are net—no discount. If you wish to make a profit on the sale of paint, do not sell at these catalog prices. Sell at the prices quoted in our Retail Price List. Copies of this retail list will be sent you free for distribution to your customers.

No Exclusive Territory

We do not give exclusive territory because experience has taught us that unless other painters are pushing Great Western products in your community, it is harder for you to sell, as you do not get the benefit of their advertising. The more painters using Great Western in your community, the better off you are, as they are boosting the same brand you are.

Profit Checks

When you sell Great Western paint to your customers at the Retail Prices, you are in reality a retail paint dealer. But you do not have a lot of money tied up in stock as other retailers do. There are two ways you can work this plan. First, you can pay cash with the order and then collect the retail price from your customer. The difference between the wholesale price quoted in this catalog and the retail price you get from your customer, will be your profit.

Second, you can have the goods shipped to your customer C.O.D. with the amount of the C.O.D., the retail price of the goods. After we receive your customer's check from the bank, we will deduct your profit from it and mail it to you at once. By this method you do not have any of your own money tied up at any time, but still make a profit on the sale of the paint. When you sell this way, be sure to specify on the order blank the amount we shall charge your customer.

Terms

Our terms are cash. You may either send the cash with the order, which makes less bookkeeping and is easier to keep straight, or you can have the goods shipped C.O.D., either to yourself or to your customer. When they arrive, simply go to the bank and pay the draft and they will release the bill of lading to you so you can pick up the goods. C.O.D. shipments cannot be made to stations where there is no regular agent. Shipments to such stations must be cash with order.

Freight Prepaid

Since the first part of this catalog went to press, we have made a complete check of last year's records and have found that since we have been paying the freight on shipments to our branches, it would cost us but little more to pay it all the way to the painter. We have figured that the increased business resulting from this plan would more than make up for the difference. Beginning February 1, 1930, Great Western prepays all freight shipments.

If you are in a special hurry and want your shipment sent by express, you of course will pay us the difference between the freight charges and the express charges.

If goods are damaged in shipment by the transporting company, have the freight agent mark on the freight bill, "Received in bad order." Then send us both the freight bill and the bill of lading and we will put in a claim for you.

Your Name and Shipping Address

Be sure to sign your name plainly on your orders. Also if you are having the order sent to your customer, see that his name is spelled out plainly and also the name of the town to which the shipment is to be made. This will save time and will insure your getting your orders promptly.

Rush Orders

If you get a rush order, it is sometimes advisable to telegraph it in to us or to phone it in if you are not too far away from one of the branches. Of course, you would not be justified in paying this extra expense unless you added it into the profit you charge your customer on the sale of the paint.

Cans for Refilling

We do not take back empty oil cans, etc. for credit. But if you have a good can and want it refilled, send it back by express prepaid. Be sure it has a tag with your name on it securely fastened to the can.

Make Your Orders Complete

In ordering be sure to state everything we need to know in order to fill your order properly. For instance, give the number of the commodity, its color, the size container, name of the product, price, amount you wish us to collect from your customer, how to ship, and every detail which will help us in giving you rush service. If important details are left out, you can readily see that it will cause delay. Help us give you real service by watching these little details. Always use a Great Western standard order blank whenever possible.

When sending cash with your order, be sure to send it in the form of a Post-Office Money Order, Express Money Order, check, or bank draft. Do not send currency by mail unless registered.

Change of Address

Be sure to notify us at once of any change in address. This will enable us to keep our list straight and to see that you get your mailings and checks without delay.

AVERY LIBRARY

HAWKEYE HOUSE PAINT



High Quality At An Amazingly Low Price

FRESH FROM THE FACTORY

Hawkeye, like all Great Western paints, is made practically the same day it is shipped. No time wasted breaking up old paint that has settled hard in the can. Use this fresh paint and be sure of satisfaction.

18 Beautiful Shades

Hawkeye white is a real white. Painters write us in every mail telling of the wonderful results obtained through its use. All the other colors are bright and lustrous.

HAWKEYE HOUSE PAINT COLORS

- No. 400—White
- No. 411—Light Chocolate
- No. 412—Cinnamon Brown
- No. 408—Terra Cotta
- No. 409—Peach Blow
- No. 410—Maroon
- No. 413—Light Buff
- No. 425—Dark Brown
- No. 420—Apple Green
- No. 421—Pearl Gray
- No. 422—Slate
- No. 426—Cream
- No. 427—Colonial Yellow
- No. 428—French Gray
- No. 429—Ivory
- No. 430—Sky Blue
- No. 432—Light Lead
- No. 403—Light Olive
- No. 436—Shutter Green
- No. 431—Red Oxide

Here is a house paint which we recommend as being as good as any first grade paint on the market. It was formerly our first grade paint and has given wonderful satisfaction. It is true that the price is extremely low for a high quality paint, but don't let that influence you against Hawkeye.

Tests conducted by ourselves and by many painters using this product have shown that it gives the greatest coverage and spreads farther than any paint on the market, dollar for dollar. It is by far the greatest paint value on the market. These tests have shown that it covers about 50% more space than other paints selling at the same price. Covers from 300 to 375 square feet, two coats, per gallon; coverage depending on surface, method of thinning, applying, etc.

The Hawkeye quality house paint has a real quality base, thoroughly ground and mixed in pure linseed oil. It has good body and covers perfectly and will stand liberal reduction. Dries hard and has a good linseed oil gloss.

Painters frequently run into customers who want a high class job of painting, yet hesitate to pay the price. Such customers will be enthusiastic over the beautiful work you can give them with Hawkeye and the way its super-coverage cuts down the cost of the finished job. Hawkeye will make friends for you.

Hawkeye is shipped fresh from the factory ready for your use. It is an easy worker and spreads speedily. It carries our absolute guarantee. Every bit of material used in the manufacture of Hawkeye is necessary to the production of a high-grade paint. No filler is used. This accounts in no small measure for its great spreading and hiding powers.

We make this proposition to any standard painter: Order enough paint for your job and when you get the Hawkeye, spread on one or two gallons of it. If it does not come up to what you believe a real, high-grade paint should be, ship the balance back to us and we will refund your money in full and also the freight charges.

That is a strong offer and we can make it only because we know that no painter will ever send the paint back. Once a painter uses Hawkeye, he is a Hawkeye booster for life.

\$ 2¹⁵
GAL.

IN 5 GAL.
KITS

PRICES

50-gal. bbls., per gallon	\$2.05
30-gal. bbls., per gallon	2.10
5-gal. kits, per gallon	2.15
1-gal. cans, per gallon	2.25
Quarts	.60

GREAT WESTERN PREPAYS THE FREIGHT

STARTING AT ONCE, Great Western prepays the freight charges on all shipments. A check of our records for last year showed us that we were paying almost as much freight on shipments to our branches as we would have to pay all the way to the painter.

For that reason, we are now prepaying all freight shipments. It will cost us a little more to do this, but we are confident that the extra volume of sales which it will enable you men to make will more than offset this additional expense.

Now you can assure your customers that the price you quote them is the final price, and they will not have to wonder how much the freight charges will be. This will lessen sales resistance and help you make bigger profits this season.

